

VEOC Discussion Highlights for Lower Brewers to Newboro Reach

Perhaps more than any other segment of the Rideau Canal, this Reach vividly displays the diverse landscapes and consequent engineering challenges which were faced in developing the Rideau Canal. It is an awe inspiring landscape and waterscape with outstanding experience opportunities around each bend in the waterway, road and trail network.

As described by geologist Ken Watson, "As you travel along the Rideau Canal, the route you follow is defined by its geology. The area is underlain by part of an old mountain range, the Grenville Mountains, eroded down over many millions of years. This area is known as the Frontenac Axis. In essence, if you boat from Kingston to Smiths Falls, you'll be boating over a (very old) mountain range. On the Rideau, the southern irregular boundary of the Frontenac Axis is near Kingston Mills and the northern irregular boundary is on the northern reaches of Big Rideau Lake."

The waterway is a beautiful combination of rivers, lakes and serene backwaters, the last a result of the flooding engineered by Colonel By in creating a series of nine locks cascading down the Frontenac Arch's Canadian Shield terrain from Newboro Lake through Chaffeys and Jones Falls Locks to Lower Brewers Lock.

The engineering ingenuities include nine locks, perhaps the most challenging including the four locks and turning basin of Jones Falls Locks series designed to overcome a series of rapids one mile long with a fall of 60 feet. The 350 foot Jones Dam, in the background of the locks clearly conveys the achievement; particularly when viewed from the Hotel Kenny, a leisure travel destination for the rich and famous throughout much of the past century.

Above at Chaffeys Lock, the scenic waterside community's historic structures, museum and cemeteries convey the human heritage of this segment of the Corridor. The community is a long standing mecca of leisure travelers, its Opinicon Lodge and other accommodations and waterway recreational services being a launch point for guests for many decades.

Between Jones Falls locks and the locks of Upper and Lower Brewers is perhaps one of the most scenic and serene stretches of the Rideau Canal. The damming of the White Fish River's natural course through the Shield landscape to Upper Brewers flooded hundreds of acres of forested lands creating Whitefish Lake, a broad shallow lake with forested islands, rocky outcroppings including the renowned Rock Dunder, and numerous bays.

Lower in the Reach, the Cranberry and Dog lakes are also flooded areas of former marsh, forests and streams. In combination, these flooded lands have become a sport fishing mecca, with guides and fishes primarily launching from Seeley's Bay, Chaffeys and Jones Falls.

Exploration Themes

Participants felt that, while this Reach had been a mecca for leisure travelers some decades ago – a piece of Canada’s tourism heritage, it has fallen in stature amongst regional and long distance travelers.

Their desire is to raise awareness of the diversity of opportunities for natural and cultural heritage exploration and discovery afforded within this Reach, along with its outstanding beauty and serenity for leisure travelers of water and land based routes.

In general, participants identified a number of exploration themes which they felt would be of interest in particular to Authentic Experiencers and Cultural Explorers. These included exploring and discovering areas which feature:

- Aquatic, wetland, backwater environments
- Shield landscapes & biospheres
- Underwater ruins - vessels, built heritage, forests
- Natural resources shape the Rideau’s human heritage
 - Water, rock, wood, fueled economy and human development
 - Quarries, stone masonry, mines and
 - Marine transportation goods & people - boats, barges, ports
- Insights into the creation and operation of Canal
 - Ingenuities and founding peoples - ongoing realities
- Immersions in “Community” heritage & lifestyles
- Meeting the “people” of the Rideau Corridor

They felt that this Reach could play an important role in facilitating guest connection with many of the heritage themes identified for the Rideau Canal Heritage Corridor as a whole. In particular, the Reach can be a lead conveyor of experience opportunities relating to the following themes (see integrated VEOC theme outline for more details):

Canal Heritage

- Up close and personal involvement in lock and canal operations
- Insight into design and development challenges - ingenuity of canal builders
- Slackwater - Human modification of watersheds - “slackwater” and what it took to make it

Community Heritage

- Rideau Corridor in the context of Canadian history - politics, industry, leisure
- Military history and strategic defence of Canada – defensible Lockmaster houses
- Chaffeys “canal community” - evolving social & economic heritage - museum and living heritage
- Founders of the Rideau Corridor - settlers, canal builders, industrialists
- Rideau agricultural heritage and evolving economies - Delta, Lyndhurst, Elgin
- Rideau Canal - a unique, yet representative piece of Canadiana – nostalgic heritage of tourism

People of the Rideau

- Rideau Corridor artisans - arts, food, music, sport fishing
- Rideau boat builders and navigators - Wykes boat ... barges ... Rideau Queen

- Rideau transportation of goods and people heritage - barge building and sunken ships experience
- Fishing guides and storytellers - famous guides and fishermen
- Rideau cottage & boat houses architecture - who , why, architecture, - joys of cottage life

Natural Resource Heritage Exploration

- Landscapes of Corridor - Canadian Shield, plains, rivers, great lakes, flooded forests
- Frontenac Arch geology and resultant ecology
- Natural and modified Cataraqui watershed - flooded marshes, rivers, forests
- Corridor's evolving terrestrial and aquatic ecosystems
- Corridor forests, plants - land and water ecosystems

Human Heritage in Natural Environments

- Navigating the Rideau - challenges and ingenuities
- Experiencing the solitude of remote lakes and streams
- Sport fishing heritage of Rideau and Cataraqui watersheds
- Wandering the trails and waterways through a diversity of natural environments
- Biodiversity of plants and explore species at risk
- Urban escape to Rideau Corridor's natural serenity
- Heritage of Rideau tourism and leisure recreation - hoteliers, chefs, artisans, guides

Existing Experience Resources & Opportunities

- People - who can relay heritage- fishing guides, locks people, artisans, performers
- Places - historic, natural and cultural landscapes, communities
- Special places - community festivals, seasonal celebrations "sugaring off" harvest festivals
- Places to overnight in authentic environments - lock stations, parks
- Parks and conservation areas - link the opportunities, programs and services
- Wild lands and remote reaches of the waterway - make more accessible
- Existing trails - Water routes - abandon transportation routes - wharves - buildings
- Underwater natural and cultural resources - flooded forests - ships, ruins, mines
- Multi-modal land based trails - integrate existing networks - Cataraqui trail
- Fishing guides, boat builders and navigators, locks keeper, farmers and foresters
- Community events and lifestyles - markets, walks, vantage points,

Desired Images for this Reach and Corridor

Discussion participants felt that at this time, this specific Reach of the Rideau Canal has little or no general image in the minds of Canadians and international potential guests. They felt that an image associated with the City of Ottawa portion of the Canal – one of "Boats and Skaters" is the most prevalent image associated with the Rideau Canal. They desire to correct both of these image situations.

In regards to this specific Reach, the participants felt the future tourism image should incorporate the following elements:

- Diverse “village” of connected natural, cultural and historic experience opportunities - interesting people - closely related network of experience opportunities in communities, locks stations and other natural and cultural landscapes - for both immersionists and passive observers
- A diverse waterscapes and landscapes affording an array of “recreational opportunities” year round - for all EQ types
- Authentic natural and cultural landscapes to explore – opportunities to wander on your own or for guided / outfitted adventures and discoveries
- An urban escape - readily accessible from nearby urban centres - safe adventures near home – small lightly populated waters, providing diverse opportunities to connect with artisans, historians, naturalists and people whose lifestyles reflect the heritage of the Rideau
- Multi day destination or multiple one day trips to explore “slackwater” natural environments, winding through a diverse array of built cultural heritage and historic resources
- A piece of Canada’s tourism heritage – nostalgic leisure resorts and sport fishing mecca
- A distinct “root” of Canada’s history – Like “railways” – Rideau canal launched the economic and social history of this portion of Canada - a source of pride

Participants envisioned this Reach as affording a diverse set of opportunities for Authentic Experiencers and Cultural Explorers to immerse in the natural landscape and aquatic environments, to comprehend the evolution which the Canal brought to this environment and to understand how this action has shaped life in this Reach to this day. They suggested, for example, that these “learners” and other “leisure travellers” should take time to explore all of the water and land routes of passage throughout the Chaffeys to Jones Falls locks, not simply the icon vantage points at the two most noted locks.

They also felt that the Reach’s long standing beauty and serenity are compelling attributes for Rejuvenators and Gentle Explorers, and that the safe and accessible waterway has always been and should be again, a mecca for water recreationalists such as No Hassle Travelers and Free Spirits.

These same explorers and leisure travelers will be attracted to nearby natural areas for hiking and biking and scenic touring of roadways and back roads connecting the many historic villages and communities of the Reach.

Desired Outcomes of Contributing to the VEOC Discussions

Discussion participants expressed the following desired outcomes and/or opportunities for change.

Work together for collective gain

The discussions revealed that participants felt there was considerable opportunity for residents and the Reach's community of tourism interests to work more closely together. They felt that within the Reach and throughout the Corridor it was too often the case that independent decisions were taken in the interest of individual operators and communities of interest. That greater assessment of the implications of such decisions needed to be taken into consideration

Network - build on each other's strengths

The participants suggested that more effective responses to guest desires and requirements could be achieved through packaging programs and services, and operating as a network of community experiences and services, recreational support services, accommodations and culinary experiences.

Invest in built heritage conservation and restoration

It was felt that inadequate public sector investment or "capital" for private sector investment was being directed at sustaining and enhancing the Reach's Canal and related historic resources. These primary draws of Authentic Experiencers and Cultural Explorers should have increased capacities to convey their heritage significance in personal and non-personal programs and communications, and to attract and support land and water based leisure travelers. The provision of experience opportunities should be as much guest need and expectation driven, as operator capacity driven.

Enhance and innovate guest experience opportunities and service support

It was felt that the actual and perceived opportunities for guests to explore and appreciate the natural and cultural heritage of the Reach and its leisure recreational assets had declined in the minds of both hosts and guests. The desire was expressed that the diversity of water and land based experience opportunities be broadened; and that the communities and other gathering places become more vibrant venues for sharing the Reach's heritage and launching leisure enjoyment activities.

Heighten the quality of hosting – renaissance of Rideau tourism "past glories"

Acquiring a broader awareness and understanding of guest perceptions and expectations, together with a greater capacities to welcome and host guests in their desired exploration and connection with the heritage of this Reach and its current communities would be a step towards restoring the communities and tourism services to their previous compelling stature.

Increase economic viability of the Reach and Corridor and thereby the viability of Communities

Participants felt that insights could be drawn internationally from other canal models for economic development and tourism, citing the "Scottish" canal model for reference. They also felt that there should be a greater draw on "local talent and knowledge" to support and guide guests in their exploration and immersion in the landscapes and heritage of the Reach. It was envisioned that there is considerable opportunity for growth in the realms of small and medium enterprises in support of tourism and its guests.

Paradigm Shifters

With these outcomes and objectives in mind, participants shared some fundamental changes in how guests could be hosted and the tourism industry enhanced with consequent benefits to local communities and residents.

RCHC “tourism” strategic direction board

It was suggested that a “board” comprised of tourism operators from private, public and not for profit organizations and businesses develop plans and coordinate subsequent decisions for tourism throughout the Corridor with an eye to collaborative investment and actions. The “board” would be oriented to Corridor wide and long versus municipal and county focused. The outcomes desired from the establishment of the “board” would be leadership and facilitation of strategic partnerships and networking of service delivery, experience opportunity enhancement and innovation and strategic marketing of Corridor and its reaches.

It was suggested that consideration be given to the “Scottish canal economic development model” providing overall guidance would enhance the ability to work together and build upon each other’s strengths in responding to the evolving expectations of potential guests. It was noted that the “Scottish” model for economic development is guided by a commission setting shared direction and coordinating collaborative investment and action

Rideau corridor marketing strategy

The desire was expressed that the Corridor and this specific Reach be marketed under a single strategy, coordinated by a single tourism marketing organization drawing upon marketing resources from throughout the Corridor and benefiting operators and communities alike.

Network of gathering places

It was suggested that all types of explorers and leisure travellers would be drawn to places where they could expect to meet people from the reach and other travelers; both serving as sources of guidance and support for their explorations and activities. Selected locks and communities could be positioned as such gathering places; and their support services for guests, perhaps including: heritage presentations and entertainment, travel and community information, rental equipment and launching of water and land based explorations could be the key assets attracting guests to these locations.

Free lockage

Participants discussed the concept of reducing the boater’s costs of lockage by generating revenues from land and water based activities and services provided at the lock stations. The Adirondack State park model was cited for reference.

Opinicon rejuvenation

The potential loss of tourism heritage value of this special place was of concern, and it was then envisioned that perhaps the former lodge could be used as an “art school” or perhaps a similar learning opportunity for youth. The idea was drawing youth to this location and forming a new resource base for the community and Reach. This would be an opportunity for Corridor artisans to mentor students and for a growth in this sector of the Corridor economy.

Enhancement & Innovations For Reach Specific Experience Opportunities

Improving Experience Opportunities

Having identified the potential exploration themes and subjects of interest for the explorers and having assessed the desired exploration opportunities and their current quality and availability, the VEOC discussion participants

- First turned their attention to enhancing existing opportunities, programs, services and infrastructure provided by host communities and tourism attractions and services;
- Then focused their attention on identifying innovative experience opportunities and related support programs and services.

Each of the nine explorer types was considered separately, although it was recognized and noted that many of the suggested improvements would be valued by a number of the explorer types. Tweaking an idea or improvement had the potential to make it of value to more than the explorer types it was identified to facilitate.

It is anticipated that the following “enhancements and innovations” will be approached in a collaborative manner involving complementary action and investment by all sectors of the tourism industry.

An Integrated Set of Enhancements and Innovations

A review of the enhancements and innovations identified for this Reach reveals the following framework of ideas for improving guest experience opportunities and the service offered by their hosts. These enhancements and innovations are gathered under a framework of improvements respecting:

- Guest Information, Welcome and Sense of Arrival
- Cultural Heritage Connection Opportunities
- Natural Heritage Connection Opportunities
- Augmented Appreciation / Passive Observation Opportunities
- Recreation / Relaxation Opportunities
- Accommodation Services and Related Experience Opportunities
- Transportation Services

Guest information, welcome and sense of arrival

It was recognized that a Corridor-long standard of service and inter-linked set of guest services would be require efficiency and effectiveness. Thus many ideas listed below were recommended by participants to be Corridor-long concepts.

Discussion participants recognized the importance of communicating a clear sense of welcome and arrival; a welcome which would communicate the diverse array of natural and cultural heritage experiences opportunities afforded throughout the Reach.

Enhanced Hosting Capacities

Participants recognized that “front line” members of the tourism community needed to have a comprehensive knowledge of the Reach’s diverse experience opportunities and effective means to share this information with guests.

To this end, they suggested the following investments in staff development:

- Provide staff with opportunities to acquire first-hand knowledge of the experience opportunities and knowledge of the tourism services afforded throughout the Reach
- Provide special training for staff to enhance hosting capacities and to enhance their awareness and understanding of how to support various types of guests (EQ based)
- Establish a web-based network of information with front-line terminals throughout the Reach to support the dissemination of accurate and up to date travel and experience opportunity information
- Equip front-line staff with the information and capacities to create travel experience packages and to cross-sell, refer guests to other experience opportunities and service providers.

Contemporary Communications

It was recognized that the Reach and Corridor will require a contemporary set of communication capabilities to inform and influence guests in their exploration and appreciation of this Reach and its many experience opportunities.

Website

The Reach’s attractions and service providers, collectively the hosting team, need to be a part of a Corridor-long website to communicate their service offer and unique experience opportunities. This website will support networking amongst hosts to better welcome and support guests travelling throughout the Corridor.

Rideau “App”

An extension of the Website would be an “app” which guests could use throughout their travels to connect with the Corridor website or to connect with a specific Reach attraction, service provider or experience opportunity. These are desired by Authentic Experiencers and Cultural Explorers and by No Hassle Travelers and Free Sprints.

Information distribution terminals

A selected network of terminals at locks, heritage attractions, recreation areas and gathering places in communities and throughout the Reach could be developed to provide information on demand to guests. These are essential for No Hassle Travelers and Gentle Explorers.

Web-cam network

For trip planning within the Reach and Corridor-long, it was suggested that a strategic network of web-cams could be established to support guests in their decision-making and to support hosts in advising guests of the places they might choose to explore.

Sense of Arrival

Discussions focussed upon the guests need to have a sense of arrival and a sense of orientation to the attractions, services and opportunities throughout the Reach.

Signage

The participants suggested that signage throughout the Reach and Corridor is at times confusing and inconsistent. The existence of a collage of signing at the Corridor, county, municipality and attraction / service level adds to guest confusion. They recommended a common-look and messaging be used throughout the Reach and the Corridor. They felt a Corridor-long shared branding and marketing strategy would assist in this regard.

Network of information outlets – shared look

Contributors discussed the establishment of staffed and automated information distribution outlets for travelers. These would have a common look and capacity, the automated versions being possibly “smart-boards” with 24-7 capacities to disseminate and print out information to guests.

Vested ambassadors

It was discussed that a common or integrated look to information providers working from guest information centres throughout the Corridor and Reach and roaming in communities and popular gathering places would be welcomed by first time guests.

Please note – Following the title of an enhancement or innovation, there is a forecasted indication of which explorer types may be attracted to this type of opportunity or service. The types in bold are likely most attracted, and others are identified as having some interest.

Enhancement and Innovations of Reach’s Cultural Heritage Experience Opportunities

Discussion participants identified the following innovations and enhancements to support guests in connecting with the authentic character of this Reach’s people, places, communities, history and heritage.

Locking through (All)

The opportunity to lock through one lock, or even better yet the Chaffey through Jones Falls network was thought to be an iconic opportunity for land based travelers. This would be an all-day adventure for

both leisure travelers and learners seeking to understand the challenges of lock designers and their ingenuities.

Hands-on lock experiences (AE, CE, B, PHT, NHT, FS, GE)

The opportunity to serve as a lock station worker for a day or longer at a lock station such as Upper or Lower Brewers was thought to be a compelling opportunity for Cultural Explorers, Buffs and Personal History Travelers.

Fishing guides (AE, CE, B, PHT, NHT, GE,)

The opportunity to speak with a fishing guide and/or having a guided fishing experience with a shore dinner would be an outstanding opportunity to connect with this aspect of the Reach's leisure heritage. A festival centered on sport fishing and guiding heritage could be considered for a number of communities including: Chaffeys, Delta, and Seeley's Bay.

Wyke's boats (AE, CE, B, PHT, NHT, GE,)

The opportunity to learn about this special design, its rationale and history of use on the waterway; and perhaps to float in one or hands on experience in building a wooden boat of this type would be a compelling experience for Authentic Experiencers, Cultural Explorers, Personal History Travelers and boat buffs

Heritage boats and boat house celebrations (AE, CE, B, PHT, NHT, GE, FS, R,)

A parade of heritage boats, and perhaps contemporary ones, through an observable channel such as in Chaffeys Lock community waters, or Jones Falls would be a compelling opportunity for gentle Explorers and No Hassle Travelers. The opportunity to meet with boat owners, restorers and builders would add to the experience for Cultural explorers and Authentic Experiencers.

In the same vein, exposure to the myriad of "artistically" maintained and degenerating boat house of this Reach, for example in Chaffeys and other observable sections of the Reach would be a valued opportunity for boaters and for land based travelers provided with boating support.

Lower Brewers mill (AE, CE, B, PHT, NHT, GE, R,)

This last wooden mill was a saw mill prior to the creation of the Lock. It, in itself is a cornerstone of the Reach's economic and industrial heritage, and is now augmented by the insights and knowledge of an artisan working within this location. The lock, dam, and mill and now the hydro production facility could be combined to tell the story of the "hydro power" resource of the Corridor and how it was harnessed in many ways to support the growth of communities and their economies throughout the Corridor.

Culinary network (AE, CE, FS, R, B, PHT, NHT, GE,)

Tasting a destination is a popular way to connect with the cultural heritage and this Reach has a number of food related festivals and culinary artisans and producers whose experience opportunities could be networked into a series or package of experience opportunities. Cheese makers and maple sugar producers are two popular tasting opportunities which might be achieved both on-site and in marketplaces.

The food experience could be brought to boaters passing through the locks as both raw products for their own preparation or prepared meals celebrating heritage lifestyles. The further development of “field and water to plate” experience opportunities will share the heritage and alert guests to the natural and cultivated resources of the Reach and Corridor.

Mill network (AE, CE, B, PHT, NHT, GE, R,)

Both on the Canal at Lower Brewers and in communities such as Delta, the story of the milling economy, its engineering ingenuities and its link to life in the developing communities and agriculture and forestry sectors of the economy can be displayed for Gentle Explorers and provide engaging activities and experiences for No Hassle Travelers and Cultural Explorers.

Harnessing hydro power (AE, CE, B, PHT, NHT, GE,)

Demonstrations of how first settlers, then millers and subsequently canal builders and electric power generators used similar and related approaches to harness water power could be achieved at a number of locations throughout the Reach. This could be linked to similar demonstrations at other locations along the Corridor.

Artisan network (AE, CE, B, PHT, NHT, GE, FS, R)

Throughout this Reach and the Corridor in general there is a growing diversity of artisans celebrating heritage techniques or employing contemporary media and focused upon an array of artistic themes. Studio tours and on-site experiences are especially important to Buffs and Cultural Explorers and Authentic Experiencers, however, markets and other gathering displays of artisan skills and products will meet the desires of Gentle Explorers and No Hassle Travelers. Heritage products festival celebrating tinsmiths, blacksmith, cooper, village concept, roots, traditions, link communities, distiller, etc. could be a year-long set of compelling experiences for special interest travelers.

Cultural & historic view planes (AE, CE, B, PHT, NHT, GE,)

Selective cutting to reveal views from roads and trails to uncover hidden historic resources such as the Jones Dam will add to the experience opportunities.

Founding families (AE, CE, B, PHT, NHT, GE, R,)

Personal History Travelers and cultural Explorers will welcome lists of founding families, genealogical records, school, birth and death records, which could be gathered from municipal sources and families who might volunteer to be available expertise to explorers.

Enhancement and Innovations of Natural Heritage Experience Opportunities

Getting guest on to the lakes and rivers (AE, CE, B, PHT, NHT, GE, FS, R)

Perhaps as many, or more, explorers travel the roads, bike ways and trails of this Reach as do boaters travel the waterways, yet the water is the magnet for all explorers. Participants suggested that finding ways and means to get land based travelers onto the lakes and rivers of the Reach would be highly valued and a revenue generator for those hosts that make this feasible. It was suggested that increasing opportunities for guests to **rent** powered and non-power water crafts would be an important enhancement of guest opportunities. Similarly offering **touring opportunities** for guests would provide the added benefit of informed presentations and local knowledge of the best experience opportunities under a number of natural heritage themes.

Pick up and drop off service for boat renters (AE, CE, PHT, NHT, FS,)

It was suggested that arrangements might be made to assist boaters in launching their crafts at one location and be able to be picked up at another location – the same day or after multiple days. For example, renting or launching owned boats at Chaffeys and being picked up at Jones Falls locks or farther down-stream at upper or Lower Brewers.

This service might be linked with a Corridor-long land based shuttle service noted later in the “transportation” innovations.

Expanded network of water access points for boats (AE, CE, NHT, GE, FS,)

The backwaters and wetland aquatic environments of this Reach, particularly below Jones Falls, above Chaffeys and surrounding Davis locks can be meccas for Authentic Experiencers and Cultural Explorers. It was suggested that an expanded network of water access facilities for boaters, canoeists and kayakers could be created, with associated parking and launch facilities at locks or communities. Perhaps, each of the launch points could be associated with a set of aquatic environment exploration themes and guidance.

Expanded guidance and outfitting services (AE, CE, PHT, NHT, FS, R,)

Well known already for its fishing guides, it was suggested that an expanded network of outfitting services be supported. These outfitters and guides could aid guests in exploring the backwaters and less populated stretches of the lakes and rivers. Their knowledge of the waters and shore environments could assist guests in experiencing the less readily visible; and acquiring an accurate understanding of what they have discovered. The guides and outfitters might also support activities such as shore dinners and exploration of nearby shoreline environments.

GPS and enhanced guidance (AE, CE, NHT, FS)

A network of QR Coded buoys and GPS based exploration programs could be designed to bring explorers to the most rewarding backwaters and special vantage points along this Reach of the Corridor. This support could be a part of a larger Corridor-long network of guidance.

Water and land based exploration routes (AE, CE, B, PHT, NHT, GE, FS,)

Building upon the current land based trails and guidance in water based guide books by authors such as Ken Watson; the Reach could offer unique and compelling opportunities to get away from the crowds and explore backwaters and hidden coves of the waterway. An app or web based information system could provide information and guidance on demand and access to expertise to confirm and/or explain discoveries – above and below the waters. Trails and pathways along the Canal and along lake and river shorelines will add to the viewing pleasure of all types of travelers. These could be augmented with floating trails and shore fast viewing platforms. Wetland trails, either water based or floating could become valued destinations.

Network of Reach vantage points (AE, CE, B, PHT, NHT, GE, FS, R,)

A cornerstone of the Reach's network of natural vantage points, Rock Dunder rises 275 feet above Morton Bay. With trails leading to one of the highest points of land in the area, Rock Dunder provides breathtaking views of the surrounding lakes and woodlands. This type of vantage point accessible by vehicle, foot or water is a prized location of all types of explorers and leisure travelers. Drawing upon local knowledge of valued sites, developing guidance and routes to these points of interest and augmenting some of the experience opportunities with QR coded information posts will motivated wider exploration of the Reach and longer stays.

Network of Rideau chairs (AE, CE, B, PHT, NHT, GE, FS, R,)

It takes time to connect with the beauty and serenity of special places, to contemplate the natural or cultural landscapes which existed years ago and the evolution which is occurring before one's eyes. A comfortable chair from which to gaze forward across the viewscape or upwards into night skies will be appreciated by all types of guests. It was suggested that a network of chairs and contemplation points be developed throughout the Reach and Corridor. These sites might include, for example at the Reach's nine locks, unique or spectacular natural settings such as atop Rock Dunder, wildlife areas, water's edges, wetlands and conservation areas, or within towns and villages such as Delta and Lyndhurst at popular gathering points, historic mill and heritage places, markets and gardens.

Augmented Appreciation / Passive Observation Opportunities

Rideau “ramble guides” (AE, CE, NHT, GE,)

It was suggested that “qualified” residents and operators could afford different expertise and guidance services. They could serve, for hire, as occasional guides and expertise, facilitating guest connections with aquatic environments, the natural and cultural landscapes, community and canal history, heritage and lifestyles. Their services could be promoted on a website and through host referrals. This network could be linked to similar networks for fishing guides and other outfitting services.

Greater animation of lock stations (AE, CE, B, PHT, NHT, GE, FS, R,)

It was suggested that in the past artisans like blacksmiths and other canal support workers were engaged on-site in bringing the Canal history to life for guests. Given the growing demand for heritage experience opportunities, particularly for Gentle Explorers and No Hassle Travelers, who prefer to observe rather than explore and discover, it was suggested that there is opportunity for small and medium size enterprise to populate lock station lands and bring history to life through their animation of events and activities. These performances could be revenue sources for the presenters and the land owners.

Natural acoustical venues (PHT, NHT, GE, FS, R, AE, CE, B,)

Lock staff musicians and others have recognized the special acoustical characteristics of some lock settings and other special places within this Reach and Corridor. It was suggested that these might be compelling venues for theatrical and musical presentations relaying the heritage of the locks, the surrounding countryside and historic events. Perhaps Jones Falls or Chaffeys might present unique theater venues.

“Sound and light” recreations of historic events and lifestyles (PHT, NHT, GE, FS, R, AE, CE, B,)

The building of the Jones Falls Dam and Locks might be a subject for such a storytelling with the augmentation of sound and light. Similarly the locking through of commercial vessels and barges and the dialogue between lock staff and navigators would convey the past to inquiring minds.

Festivals (AE, CE, PHT, NHT, GE, FS, R,)

Expansion and diversification of festivals within the Reach and linked to cultural heritage Corridor long themes such as boat building, milling, agriculture, military and settlement history and community history and heritage lifestyle events. Building on the festivals hosted by communities, it might be compelling to convene new festivals celebrating natural heritage events or historic events associated with the canal, lakes and rivers in locations associated with the theme, such as at lock stations or in natural settings.

Celebrating founding peoples (AE, CE, B, PHT, NHT, GE, R,)

Cultural Explorers and Personal History Travelers are drawn to opportunities to connect with and/or experience the heritage lifestyles of the array of peoples who launched the communities and cultural heritage of this Reach and the Corridor in general. Celebrations of millers and their achievements, navigators and boat builders, canal builders and operators, founding community families or landowners might be unique events – the themes of which could vary from year to year, with the celebration location remaining constant.

Rideau stories and storytellers (AE, CE, B, PHT, NHT, GE,)

It was suggested in these discussions, that people who have been long-time residents of the Reach and Corridor, or those who can relay in detail their family heritage might be willing to contribute to a “human library” or “speakers bureau”. These knowledgeable and quality speakers could be hired by individual guests or by gatherings of special interests to convey their heritage or that of the Reach and Corridor. They could use special heritage places such as Canal lock stations, heritage museums and other special places as stages and backdrops for their stories.

Web cam network (AE, CE, B, PHT, NHT, GE,)

It has been suggested that a network of web cams could be developed throughout the Corridor to provide remote experience opportunities for guests, who might view the results in guest information centres, on close circuit transmissions to resorts and other accommodation bases or popular gather places.

The web cam network would be designed to facilitate exposure to remote locations, not accessible to most guests – backwaters and inaccessible shorelines of this Reach. To bring guest indirectly into sensitive habitats not available for direct experiences – wetlands and/or to aid guests in experiencing indirectly underwater environments and submerged heritage resources.

Enhancement and Innovations of Recreation / Relaxation Opportunities

Water is at the core of the Canal's history and the heritage lifestyles of its peoples and communities and it is the anchor attraction for the largest percentage of Corridor guests. With this in mind, participants suggested a number of enhancements and innovations designed to “get guests onto the water”.

Reach specific water tours (PHT, NHT, GE, AE, CE, B, R,)

It is anticipated that within this Reach, like most reaches of the Corridor, a compelling water tour could be designed to take land based travellers to water only accessible experience opportunities. The backwaters of the Whitefish, Cranberry and Dog Lakes below Jones Falls or Sand and Opinicon Lakes above Jones Falls have fascinating shorelines worthy of exploration.

Shore dinners and dining on the water (All)

These outfitted opportunities would offer Free Spirits, Authentic Experiencers and Cultural Explorers unique opportunities to connect with the natural and cultural heritage of the Reach, its guides and fishermen.

Outfitted charters and day adventures (FS, NHT, GE, PHT, AE)

Free Spirits and No Hassle escapists spending a vacation in this Reach, perhaps in the communities of Chaffeys, Jones falls or Seeley's Bay may revel in the opportunity to explore the waters of this Reach with the support of captain and crew to navigate them to the most attractive components of the reach and facilitate their exploration and dining experiences.

Guided outings (NHT, GE, AE, CE,)

A number of water exploration routes are identified in the lakes above and below Jones Falls. The growth in use of small non-powered boats will have the potential to bring a growing market of experience seekers to this most spectacular Reach. No Hassle Travellers and to a lesser extent Authentic Experiencers and Cultural Explorers will look to guided tours of rivers, lakes and ventures into wetland environments. The guidance is more for understanding the habitats being traversed rather than for security; yet some will rely upon the leader for orientation and direction.

Inventory of climbing opportunities (FS, AE, B, NHT,)

A guide to recommended cliff walls, waterfalls and ice climbing and associated training and skill enhancements programs could be developed.

“Geo-caching” (FS, AE, B, NHT,)

Trail and free roaming based geo-cache programs could be developed with support guidance and facilities. These activities could be linked to resource and Corridor exploration and discovery programs

Secure mooring points (AE, CE, NHT, PHT, FS,)

It was suggested that a network of mooring points in more secluded portions of the Reach become a part of a Corridor-long network of remote and isolated moorings.

Enhancement and Innovation of Accommodation & Experience Opportunities

Overnighting in a lock master’s house (CE, AE, B, PHT, NHT, GE, R)

The opportunity to overnight at perhaps Davis Lock in the defensible lock masters house or another lock related building would be highly valued by Cultural Explorers and Authentic Experiencers; and would be an adventure for No Hassle families.

Innovative heritage accommodations (CE, AE, B, PHT, NHT, GE, R)

The “Spanish Barador” program was cited as a model for consideration in making use of discarded buildings to create a network of basic overnight accommodation services and experience opportunities. Specific mention was made to examples such as the Tug Tay and Sweeney House.

Overnighting on the water or remote Islands (CE, AE, B, PHT, NHT, GE, R)

It would be a valued opportunity within this Reach for land based travelers and self-powered water-based travellers to have opportunities to overnight on the water in moored boats or perhaps in floating yurts, or to have designated areas on remote shorelines or islands to overnight in huts or camp in primitive sites.

Networks of inns (CE, AE, B, PHT, NHT, GE, R)

For those exploring the Corridor and Reach, as a part of multi-day trips, being presented with the services of booking multiple nights of accommodations through a network of quality heritage inns and bed and breakfast would be of assistance. If these bookings were linked to a Corridor – long shuttle service of goods, boats, bicycles and people, multi-day adventures would be even easier to plan.

Enhancement and Innovations of Transportation Services

Rideau experiential touring support network (CE, AE, B, PHT, NHT, GE, R)

It was suggested that an integrated network of water to land based shuttles to connect visitors to different stops and experiences would support more in depth and convenient exploration of the Reach (and the Corridor) by all types of guests. The network would be operated by well-informed drivers who would cross-promote communities, attractions and services, by serving as ambassadors and story tellers.

Shuttle service (CE, AE, B, PHT, NHT,)

In many discussions, reference was made to the Cinque Terra – like shuttle services moving passengers and goods throughout the Corridor and specific Reaches.

Short Term and Medium Term “Doables”

During the Reach discussions, participants were asked to identify actions which they felt might be undertaken to realize the enhancements and innovations they had put forward. The following highlights those “doables” related to Reach-specific doables”

Top Priority EQ Types

Current Guests

The participants were asked to speculate in EQ type terms, who were their current guests and who in the foreseeable future were their desired guests. This was intended to provide a part of the foundation for moving forward.

It was speculated that attractions such as the Hotel Kenny, with its high repeat guest list and its positioning as a retreat might be currently drawing a high percentage of Gentle Explorers, Rejuvenators and Cultural Explorers; whereas, Rock Dunder with its orientation to outdoor challenges and appreciation of spectacular views might be drawing Authentic Experiencers, Cultural Explorers, No Hassle Travelers and Free Spirits. It was further speculated that long distance boaters might be more commonly Gentle Explorers, No Hassle Travelers and Free Spirits.

It might also be speculated that a majority of current guests are regionally high repeat guests, who may, owing to their familiarity with the Reach and perhaps they owning cottages or homes within the Reach act as they are Gentle Explorers and Rejuvenators.

In sum, the current guests may be best hosted by responding to the values and traits of Gentle Explorers, Rejuvenators and Authentic Experiencers.

Future Guests

The participants believe that this Reach has a rich array of natural and cultural heritage experience opportunities, which are capable of attracting guests from afar and new guests from within Eastern Ontario and Neighbouring Quebec and New England states. They also believe that the waters and landscape are capable of affording safe and accessible escapes for urban dwellers within the region.

With this in mind, the participants indicated an interest in growing the number of guests from both near and far, who are Authentic Experiencers (nature experience biased), Cultural Explorers (culture experience biased), and for those escaping to outdoor activities and serenity, Gentle Explorers and No Hassle Travelers.

The focus of enhancements and innovations relating to exploring and discovering the natural heritage resources and cultural lifestyles of the Reach are prominently a response to Authentic Experiencer and Cultural Explorer values and interests. Pursued with less intensity and in family or larger groups, these same experience opportunities will attract and motivate No Hassle Travelers. Bringing the locks and communities to life through animation, festivals and events will meet the needs of Gentle Explorers and No Hassle Travelers.

Enhancing the vibrancy of communities and in particular their waterfronts, will respond to the interests of all priority explorer types, with Gentle Explorers and Rejuvenators being very appreciative of enhancements.

Participants were asked to identify enhancements and innovations, which they thought could be accomplished within one year and within the next three years.

Actions By 2014

- Begin to confirm through testing and surveys, the types of explorers who are currently guests in the Reach.
 - A focus on boaters “locking through” might be an excellent opportunity; as would guests of prominent inns. Finally, inquiring as to the guests exploring the lock stations might be quite revealing, perhaps suggesting that remote locks versus community locks attract different explorer types.
- Begin, in concert with others along the Corridor, to confirm the array of explorer types attracted in general to the Corridor; separating first time and repeat guests and noting their home base.
- Assess current tourism communications of marketing organizations and individual attraction hosts to determine the types of guests they might be seeking to attract with their messaging and images.
- Begin to develop initial menus of experience opportunities for each priority EQ type within each Reach
 - Integrate Reach menus into overarching Corridor or District menus
- Begin inventory of “Locals Know” best experience opportunities
 - To be used in network of special places
- Ask Frontline staff to take EQ Quiz and discuss all nine types with them
 - Invest in staff awareness of EQ guest types and experiential tourism
 - Expand staff awareness of Reach experience opportunities
- Begin to adopt a “Host / Guest” culture amongst frontline staff AND amongst owner / operators
 - Invest in Super-Host like training
- Establish a “leadership group” to begin to guide and motivate implementation of VEOC in this Reach. Link this leadership with the Corridor-long leadership team
- Investigate opportunities to establish:
 - Vested ambassador programs and services
 - Network of “gathering places”
 - Expansion of festivals network within Reach
 - Networking of similar hosts - inns, marinas

Actions By 2017

- Contribute to establishment of RCHC “Tourism” Strategic Direction Board.
- Contribute to establishment and growth of Rideau Experiential Touring Network
- Contribute to development of a Reach and Corridor-long shuttle service
- Contribute to diversification and growth of lock station events & services
- Grow the network of outfitters interpreters and guides
- Expand Reach Routes for explorers on water, along road and multi-use trails
- To provide guests with information on demand - whenever & wherever
 - Network of welcoming, square, gazebo, Rideau gazebo
 - Tablet in every store or restaurant or business with app which gives information