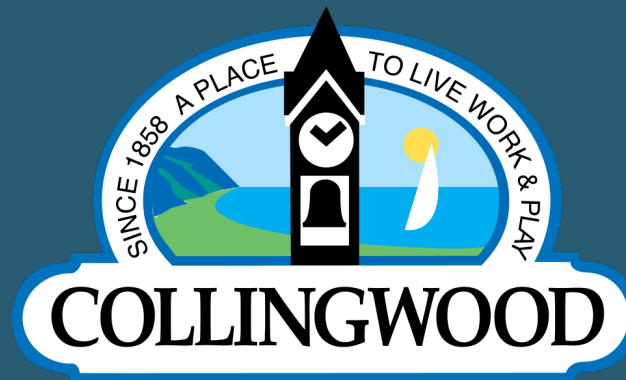


Town of Collingwood

Tourism Master Plan Implementation:

Strategic Initiative B2.1 - Tourism product development opportunity profiles



March 2026





Town of Collingwood

Introduction

The Town of Collingwood engaged Bannikin to support the implementation of the Tourism Master Plan (TMP) "Initiative B2.1 - Identify and assess tourism product development opportunities, including collaboration opportunities" through product opportunity scoping, feasibility assessment, and product profile and development plan scoping. The following document presents six (6) product profiles and high-level development plans to support Collingwood's businesses, organization, or individual operators in developing new or enhancing existing product.

The six opportunities profiled have been selected from a total of 26 different product types identified based on the results of TMP initiatives "B1.1 – Tourism Asset Inventory," "B1.2 – Market Research," and "B1.3 – Tourism Research (specifically trends research)." Any capacity building required can be informed by the results of initiative "B2.4 – Training and Supports Research."

Beyond the above, the below profiles and high-level development plans provide insight into high-potential and high-impact tourism investment and collaboration opportunities; present opportunities that are complement the existing offer; and make note of specific events that can be enhanced through products to attract visitors.

An assessment rubric was used by Town of Collingwood Staff and Bannikin to assess the fit and potential of each of the 26 long listed opportunities. The tourism product development opportunities profiled in this document do not have a fixed priority. In other words, the potential products can be implemented in parallel or sequentially, and this will depend on the uptake and development readiness of businesses, organizations, or individual operators that take each opportunity forward.

The six identified high-potential tourism products are:

1. Downtown and waterfront walking tour (self-led itinerary) = 16 points
2. Farmers' Market food and tasting tour (guided tour) = 15 points
3. Picnic baskets/ backpacks (package) = 15 points
4. Arts learning and expression (event activation, e.g., pop-up theatre performances) = 13 points
5. Fishing activity (workshop or class as part of event) = 13 points
6. Multi-day cycling tour/routes (self-led itinerary) = 13 points

Tourism products are being defined as the tangible offerings (i.e., experiences or bookable program/service) that visitors can access, purchase, or participate in within Collingwood. Products are typically delivered by tourism businesses, but may be offered by organizations or community groups, and are grounded in Collingwood's existing assets, infrastructure, and services. Product development focuses on what is offered and how it is structured, supported, and made available to visitors, while remaining aligned with community values, resident wellbeing, and destination sustainability.

Use Guide

Each of the six (6) opportunity profiles is presented using a templated format. The templated profile approach was selected to confirm consistency of details across all six profiles. Further, each profile acts as a guide for the potential leads or co-creators of a specific product to use when considering, setting up, and beginning the process of product development or enhancement. Importantly, the profiles are not stand-alone development plans, and more research, exploration of collaborations, and confirmation of key details (e.g., permits), among other actions, is required. Please see below for the annotated template that explains each section. Explanations are included in **dark red font**.

Product name:	Descriptive title of the opportunity, not a finalized and consumer-facing product name.	
Description:	Description of the tourism product opportunity that accounts for the following details: What is this product and what is/are its area(s) of focus? How is it structured (what “type” has been identified and what does this mean)? How do visitors book or access the product? When is the product delivered (i.e., seasonality considerations)?	
Potential leads or Co-creators:	Who among Collingwood’s tourism ecosystem (incl. businesses, organizations, other) is well positioned to lead or co-create the potential product.	
Audiences (i.e., select target groups)		Audience alignments/ positioning:
Which visitor Target Groups (TG) and corresponding Destination Canada segments, identified for Collingwood, as part of initiative B1.2 – Market Research, are potential key markets for the proposed tourism product.		Overview of TG insights and key alignments for the proposed product.
Existing assets and infrastructure to leverage		Needed assets and infrastructure
Descriptive list of existing assets and infrastructure that best support the potential opportunity.		Descriptive list of additional assets and infrastructure that may be required for the development and delivery of this product.
Anticipated development steps		Timeline
List of anticipated and practical steps to develop the potential tourism product. These are an initial guide and further detail scoping is required as the product developed assess and customizes the opportunity.		Corresponding timeline (i.e., “Months”).
Anticipated costs and other resources needed for development		
Anticipated costs (based on ranges) and other resources needed to develop and launch the proposed product.		



Roles, Responsibilities, and Resources

The Town of Collingwood is committed to supporting tourism flourish in the destination and has undertaken the initial research and scoping required for the tourism industry to move forward with product development and enhancement. Although, the Town of Collingwood may not be the lead in developing the products it may support and collaborate with businesses or organization like Tourism Collingwood toward the development and delivery of the identified products. The profiles presented are provided as a guide for visitor-facing businesses, tourism organizations, or individual operators based in or operating in Collingwood to take ownership and develop or enhance existing products based on the opportunities presented and their experience, expertise, and operational realities.

As part of supporting tourism industry and the development or enhancement of tourism products, the Town of Collingwood provides a range of supports, including the Council Community Grants and the Community Recreation and Culture Grants. Additionally, several tourism organizations like RTO7 and Tourism Simcoe County provide funding opportunities and development guidance. Future product developers are encouraged to inform themselves on available resources toward establishing a mix of investment and support funds for the development or enhancement of tourism product.

Tourism Product Opportunity Profiles

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Downtown and Waterfront Walking Route (Self-led itinerary)

Product name:	Self-led walking tour of Collingwood's downtown and waterfront	
Description:	A self-led walking tour (approx. 1-2 hours) that guides visitors through significant sites in Collingwood's downtown and waterfront areas, highlighting local heritage, shipbuilding history, iconic views, and opportunities to experience food, activities, and unique places along the route. Participants follow a clearly defined route with designated stops, stories, and optional experience extensions, allowing them to explore at their own pace and tailor the experience to different interests and group types, including multi-generational and private group travel. Tour materials are accessed independently, either online or through designated visitor-information and participating locations. The tour is designed to operate year-round, with seasonal variations in routing, stops, and experience suggestions clearly communicated to participants.	
Potential leads or Co-creators:	• Tourism Collingwood • Town of Collingwood • Collingwood Museum • Downtown Collingwood BIA • Collingwood Public Library • Art Crawl • Collingwood's Historic District • Blue Mountain Foundation for the Arts • W.J. (Scotty) Carmichael Sports Hall of Fame Room	
Audiences (i.e., select target groups)		Audience alignments/ positioning:
TG2 – Affluent Families Destination Canada Segments: Refined Globetrotters, Culture Seekers		• This group has the interest and the spending power to support a well-designed self-led walking tour, particularly if it feels curated, premium-adjacent, and culturally meaningful instead of purely recreational. • They seek cultural experiences, including heritage and history; theatre, symphony, and curated cultural attractions; guided or structured learning experiences (even when self-led). • Interest in authentic local stories (e.g., shipbuilding heritage); appreciation for well-designed, intellectually engaging experiences; comfort with self-led but curated formats, especially when supported by quality

	interpretation; desire for memorable, shareable, and refined experiences
TG3 – Urban Diverse Young Families & Singles Destination Canada Segments: Culture Seekers, Fun & Sun Families	• This group is highly compatible with self-guided, digitally enabled, experience-driven products and represents an important audience for evolving Collingwood’s cultural and experiential offer. • Values urban-style experiences, walkability, and vibrant town centres. • Is open to trying new food, new formats, and culturally diverse experiences. • Actively attends events, festivals, and cultural attractions. • The self-led walking format aligns with their expectations around flexibility, online access, and ease in booking; desire for experiences that can be done at their own pace, shared socially, and online (i.e., social media).
Existing assets and infrastructure to leverage	Needed assets and infrastructure
• Downtown / Historic District: Compact, walkable historic core with a concentration of built heritage that supports self-guided exploration, storytelling, and flexible pacing for multi-generational visitors. • Downtown Food and Beverage Cluster (including Farmers’ Market, Breweries, Cafés): A concentration of food and beverage businesses and craft producers within walking distance, enabling food tastings or recommended stops. • Collingwood Museum: Established heritage site that provides strong interpretive value related to local history, transportation, and industrial development. It can function well as a start, end, or optional stop along a walking route. • Shipyards Amphitheatre and Waterfront: Waterfront site directly connected to Collingwood’s shipbuilding legacy, offering both historical relevance and open public space with views of Georgian Bay. • Collingwood Grain Terminals (Silos): Iconic industrial landmark that reinforces the town’s working-waterfront	• Interpretive Content and Storytelling Infrastructure: A cohesive narrative that connects the route through shipbuilding history, heritage sites, food culture, and iconic views, delivered through interpretive panels, QR codes, audio content, or similar tools. • Wayfinding and Route Definition: Clear signage, route markers, and visual cues to define the walking tour path and identify key stops. • Self-Led Tour Materials or Platform: Visitor-facing materials such as a printed map, downloadable PDF, mobile-friendly webpage, or simple digital tour platform to support navigation and interpretation. • Visitor Comfort Infrastructure: Additional benches, rest points, and shaded areas along the route to support families, older visitors, and multi-generational groups. • Public Washroom Access Stops: marked access to washrooms along the route through clearer wayfinding, partnerships with businesses, or seasonal facilities.

identity and provides a point of interest within the walking route.		
• Collingwood Waterfront Trail: publicly accessible trail linking downtown to the waterfront, offering scenic views and a path accessible to a broad range of ages and mobility levels.		
High-level Guide for Development		Timeline
<u>Define experience concept, route, and budget:</u> • Confirm the walking route, key stops, and overall experience flow linking heritage sites, shipbuilding stories, food stops, and resto stops and waterfront viewpoints. • Identify optional or offshoot components to support different group sizes, mobility levels, and time availability. • Confirm alignment with municipal priorities, accessibility considerations, and community values.		Months 1
<u>Secure partnerships with food and cultural operators:</u> • Engage selected food and beverage businesses and cultural venues to participate as stops or recommended experiences. • Establish light-touch agreements for tastings, featured items, or visitor offers.		Months 2
<u>Develop interpretive content and storytelling:</u> • Create a cohesive narrative connecting walking tour stops, with Town history, etc. • Develop interpretive content suitable for a self-led format (e.g., short written stories, audio/video clips, images). • Develop visitor-facing materials (e.g., printed map, downloadable PDF, QR code stops, mobile-friendly webpage or simple digital tour platform). • Establish clear entry points in-person and online, including signage, digital access, and basic promotional messaging.		Months 3-4
<u>Pilot and launch tour (incl. entry points, promotion, and launch readiness):</u> • Test the experience internally or through a soft launch to identify gaps or improvements. • Refine materials and prepare for broader public launch. • Launch tour publicly, potentially via summer promotion (e.g., 2027) or at existing event (e.g., Canada Day '27)		Month 5
Anticipated costs and other resources needed for development		
• Anticipated financial resource required for development: Medium to High; up to \$12,000.00 for a route that leverages existing in-person and online infrastructure and up to \$25,000.00 for a route that requires physical wayfinding and additional designed materials. • Additional resources required include but are not limited to:		

- Municipal coordination (wayfinding approvals, public realm alignment)
- Participation from food and cultural operators
- Heritage and storytelling expertise
- Graphic design and digital content capacity

Farmers' Market Food and Tasting Tour (Guided tour)

Product name:	Guided tour and tastes of the Farmers' Market	
Description:	A guided food and tasting tour (approx. 1.5-2 hours) centred on Collingwood's Farmers' Market, showcasing local producers, regional flavours, and food stories rooted in the vendors present and connected to the surrounding rural communities. The experience highlights the connection between urban and rural Collingwood while supporting wellness, social connection, and multi-generational enjoyment. This is a guided and small-group culinary experience that is led by a host who manages pacing, storytelling, and tastings across a curated selection of market vendors. The guided format adds structure, interpretation, and value, making the experience suitable for private group travel and visitors seeking a deeper, hosted introduction to the local food scene. Visitors book the tour in advance through an online booking platform or on-site, with clear meeting points and scheduled departure times coordinated with the Farmers' Market. The tour operates during the Farmers' Market season, primarily in late spring, summer, and fall, aligned with peak vendor availability and visitor demand.	
Potential leads or Co-creators:	• Downtown Collingwood BIA • Tourism Collingwood • Tourism Simcoe County • Chamber of Commerce	
Audiences (i.e., select target groups)		Audience alignments/ positioning:
TG2 – Affluent Families Destination Canada segments: Refined Globetrotters, Purpose Driven Families, and Culture Seekers.		• Demonstrate a strong interest in cuisine, culture, and curated experiences, and are comfortable paying for guided, value-added products. • This group's higher average spend levels and interest in refined, well-organized experiences make them well-suited to a paid, guided tasting product. • Multi-generational travel patterns within TG2 also align well with a market-based experience that is social, accessible, and paced.
TG3 – Urban Diverse Young Families & Singles Destination Canada segments: Culture Seekers and Fun & Sun Families		• Highly responsive to food-forward, social experiences tied to place. • Actively seek food discovery and trying new products; culturally rich, social experiences; experiences that are shareable and experiential.

TG1 – Countryside & Suburban Families Destination Canada segments: Purpose Driven Families	• Value family-friendly, social experiences, and experiences with a simple format with clear value. • Less driven by cuisine as a primary travel motivator and are more price-sensitive. • Motivated by shared experiences and learning opportunities that are approachable and engaging.	
Existing assets and infrastructure to leverage	Needed assets and infrastructure	
• Collingwood Farmers’ Market: established, recurring market with a strong local identity, regular foot traffic, and a concentration of food producers and vendors. Provides a setting for tastings, storytelling, and interaction with producers. • Concentration of Local Food Producers and Artisans: Existing mix of prepared food vendors, specialty food producers, and value-added agricultural products supports a curated tasting experience without the need to recruit new participants. • Downtown Location and Walkability: central, walkable setting with proximity to parking, accommodations, and other downtown attractions, making it easy to access and connect to a broader visit.	• Curated Tour Structure and Hosting Space: Defined tour length, sequence of vendor stops, tasting quantities, and storytelling themes as well as space for the group to congregate to ensure a high-quality, repeatable experience. Additionally, clear operating parameters tied to the market season, with contingency plans for weather, vendor availability, and peak periods. • Booking, Payment, and Capacity Management System: Advance booking and capped group sizes to manage demand, protect vendor operations, and deliver a premium experience. • Basic On-Site Identification or Signage: On-site wayfinding signage and identifiers (e.g., guide badges, small signs, meeting point markers) to orient participants without altering the market’s character.	
Anticipated development steps		Timeline
<u>Confirm product concept and operating model</u> • Define the core experience: tour length, group size, number of tastings, pricing range, and target audiences. • Confirm operating model and align with the Farmers’ Market operator on high-level feasibility, scheduling, and expectations.		Month 1
<u>Secure vendor participation and partnerships</u> • Identify and recruit a curated set of market vendors suitable for tastings (incl. confirm range of tastings that provide range or accommodate for adjustments based on dietary restrictions, and have a list of alternate vendors in case of availability changes) • Establish lightweight participation agreements covering tastings, quantities, compensation, timing, and seasonality and confirm expectations around visitor flow so that tours complement regular market operations.		Months 1-2

<u>Finalize the tour route and pilot the experience</u> - Finalize the tour route within the market, stop sequence, timing, and storytelling themes and/or vendors who are presenting/sharing. - Develop a repeatable experience flow that balances tastings, storytelling, vendor interaction, and group management. - Build flexibility into the structure to accommodate vendor availability and seasonal changes.	Month 2-3
<u>Develop content, guide materials, and training guides and presenters</u> - Develop tour scripts, talking points, and background information on vendors, products, and local food culture. - Prepare guide materials to ensure consistent delivery across tours. - Train guides (and any vendors who are presenting) on hosting, storytelling, and group facilitation.	Month 3-4
<u>Confirm and coordinate logistics and on-site visitor experience</u> - Set up advance booking, payment processing, and capacity controls. - Confirm insurance, liability coverage, and food safety considerations related to guided tastings. - Define cancellation policies and contingency plans for vendor or weather-related changes. - Define meeting points, check-in process, and tour identification (e.g., guide badges). - Coordinate tour timing with market peak periods to manage crowding and quality. - Confirm washroom access, accessibility considerations, and visitor comfort needs.	Month 4
<u>Launch and ongoing management</u> - Pilot the tour with a limited number of departures and gather feedback from participants, guides, vendors, and the market operator to adjust as needed. - Launch the product with clear market-facing messaging and booking access. - Monitor performance, vendor relationships, and visitor satisfaction.	Month 5 (align with start of market season)
Anticipated costs and other resources needed for development	
- Anticipate financial resource required for development: Medium between \$5,000.00 to \$10,000.00, - Additional resources required include but are not limited to: - Vendor participation agreements - Appropriate food-handling protocols - Liability insurance, and risk management measures	

Arts Learning and Expression Workshop (Event activations)

Product name:	Artistic learning and creation activations/pop-ups at events	
Description:	Collingwood has a vibrant arts and culture scene, with many galleries and creative professionals working and living in the area. The opportunity exists to mobilize this creative talent, and related assets and infrastructure, to develop a series of creative learning and branded experiences and activations for participants of existing large events, or as a workshop series (approx. 1.5-2 hours). The activations are led by a professional with teaching/instructional experience in creative expression and arts such as painting, dance, theatre, sculpture, or another medium that lends itself to the demonstration format. Through the facilitated approach, it is suitable for small groups and a variety of ages. Participants are provided with the materials required along with the instruction to create something in a fun and engaging environment. Additionally, this type of product can be repeated and grown, allowing for expansion across events or seasons without significant new investment. As event activations, day-of registration is the suggested route. However, depending on the medium or if a workshop series, then pre-registration via the event's page or a separate registration page like Eventbrite is recommended. These branded activations can be planned to coincide and complement existing events like Art Crawl, Pride, and Canada Day. This means that they would be delivered across the summer season, with possibility to tie to events like the Farmers' Market during the spring and fall, or winter events with indoor delivery.	
Potential leads or Co-creators:	• Art Crawl • PRIDE festival • The Blue Mountain Foundation for the Arts • Collingwood Public Library • Downtown Collingwood BIA • Chamber of commerce • Tourism Simcoe County	
Audiences (i.e., select target groups)		Audience alignments/ positioning:
TG1 – Countryside & Suburban Families Destination Canada segments: Purpose Driven Families, Culture Seekers.		• Generally, more oriented toward outdoor recreation and familiar activities than arts-based learning, so appeal depends heavily on the event context and clear framing as fun and inclusive for families, as well as low pressure. • Motivated by shared experiences and activities that foster connection across ages.

TG3 – Urban Diverse Young Families & Singles: Destination Canada segments: Culture Seekers, Fun & Sun Families.	• Group combines strong cultural motivation, comfort with participatory formats, and high interest in event-based discovery, making them a core market. • Frequently attends festivals, arts crawls, pride events, concerts, and pop-up experiences. • Opportunity to create something tangible fits their interest in novelty, shareable/memorable experiences, and self-expression and creativity.	
TG2 – Affluent Families Destination Canada segments: Culture Seekers.	• Bring strong interest in arts learning, willingness to pay, and appreciation for facilitated, well-designed experiences. • Culture Seekers in TG2 are motivated by skill-building and creative learning, and meaningful engagement with local culture and artists.	
Existing assets and infrastructure to leverage	Needed assets and infrastructure	
• Established Arts & Culture Organizations: concentration of galleries, studios, and working artists, providing a strong talent base to lead facilitated, instructional activations. • Existing Signature and Community Events: large, recurring, and well-attended events such as Art Crawl, Pride, Canada Day, and other downtown festivals already draw visitors and create built-in audiences for creative pop-ups and learning experiences. • Downtown Public Realm and Event-Ready Spaces: streets, parks, squares, and civic spaces regularly used for events provide flexible settings for temporary activations without the need for permanent infrastructure. • Cultural Venues and Community Spaces: venues used for exhibitions, performances, and workshops can support indoor or weather-contingent activations.	• Activation-Ready Equipment and Materials: portable kits (tables, seating, tools, art supplies) tailored to different creative mediums and suitable for pop-up delivery in public or semi-public spaces. • Registration and Capacity Management Tools: systems for day-of sign-ups, capped participation, or pre-registration (for workshops), depending on the format.	
Anticipated development steps		Timeline
<u>Define program concept and set-up</u> • Confirm the scope and type of activations (event-based pop-ups, workshop series, suited to creative medium and facilitated delivery).		Months 1-2

• Define group sizes, duration, booking and pricing (free, ticketed, or mixed). • Identify and confirm lead and target events (e.g., Art Crawl, Pride, Canada Day, Farmers' Market). • Coordinate with event organizers and the municipality on space allocation, timing, permits, and integration into event programming.	
<u>Confirm facilitators and design program</u> • Develop a roster of local artists and creative professionals with facilitation or instructional experience. • Design repeatable activation formats (e.g., 30-60-minute drop-in sessions, capped workshops) and match facilitators and mediums to specific events and audiences. • Establish clear expectations/contracts around delivery, compensation, materials, and scheduling.	Months 2-3
<u>Prepare materials, branding, and registration tools</u> • Develop light branding and signage • Confirm and assemble materials required and related participant instructions. • Set up simple registration tools where needed.	Month 3
<u>Launch program and manage delivery</u> • Roll out a coordinated series of activations across multiple events during the spring-fall season. • Gather feedback from participants, facilitators, and event partners and refine approach and logistics. • Manage facilitator scheduling, materials, and on-site coordination.	Month 4
Anticipated costs and other resources needed for development	
• Anticipate financial resource required for development: Low demand (\$0-\$5,000) dependent on art medium and format adopted. • Additional resources required include but are not limited to: • A curated pool of artists and creative professionals with instructional experience • Coordination with event organizers and the municipality for space allocation, timing, permits, and integration into event programming. • Backup indoor locations or adaptable formats for weather adjustments. • Appropriate insurance and safety protocols	

Picnic Baskets/ Backpacks (Package)

Product name:	Local Picnic Packs (self-led)	
Description:	A pre-packed picnic basket or backpack featuring locally grown or produced food and beverage that visitors can purchase and enjoy at suggested scenic picnic locations across Collingwood. The product focuses on local food, wellness, and relaxed outdoor enjoyment in parks, along trails, and at waterfront settings. This is a self-led, pre-packaged food and experience product, designed for independent use without guided facilitation or fixed scheduling. Visitors purchase or pre-order the basket or backpack through participating businesses or online, with clearly identified pickup locations and suggested picnic destinations. The structured, pre-assembled format reduces planning effort for visitors while allowing operators to deliver a consistent and centrally organized offering. The product is available during late spring, summer, and fall, aligned with seasonal food availability and outdoor use of parks, trails, and waterfront areas. Seasonal variations for at-home-cooking-kits for colder months can be explored	
Potential leads or Co-creators:	• Downtown Collingwood BIA • Chamber of Commerce • Tourism Collingwood • Tourism Simcoe County	
Audiences (i.e., select target groups)		Audience alignments/ positioning:
TG2 – Affluent Families: Destination Canada segments: Refined Globetrotters, Purpose Driven Families		• TG2 has ability to pay and brings appreciation for local food experiences, and strong alignment with scenic, flexible outdoor activities. • Show strong interest in local food, curated experiences, and quality presentation, all of which align well with a pre-packed, thoughtfully designed picnic product. • Refined Globetrotters are motivated by: Authentic, place-based experiences; Enjoying local cuisine in distinctive settings; Products that feel refined, convenient, and well-organized. • Purpose Driven Families value: Shared, meaningful experiences and activities that allow time together without rigid schedules
TG3 – Urban Diverse Young Families & Singles: Destination Canada segments: Culture Seekers, Fun & Sun Families		• TG3 responds well to food-forward, easy-to-use products that can be discovered online, picked up quickly, and enjoyed outdoors.

	• Culture Seekers in this group are motivated by local products and stories; informal ways to connect with place and culture. • Fun & Sun Families are drawn to relaxed outdoor experiences and easy-to-access activities.	
TG1 – Countryside & Suburban Families Destination Canada segments: Simplicity Lovers and Purpose Driven Families	• TG3 is more price-sensitive and less driven by premium food experiences, so better suited to simpler or entry-level basket options that is positioned as add-on to outdoor day. • Simplicity Lovers are motivated by relaxation and familiar formats with minimal decision-making	
Existing assets and infrastructure to leverage	Needed assets and infrastructure	
• Collingwood Waterfront and Parks: publicly accessible waterfront spaces with views of Georgian Bay and network of municipal parks and open spaces that naturally lend themselves to scenic picnicking and relaxed outdoor experiences. • Trail Network: Trails and boardwalks that connect downtown, the waterfront, and parks. • Food & Beverage Businesses: Existing local food producers, bakeries, cafés, breweries, and specialty food retailers that can supply locally grown or produced items for baskets or backpacks. Can also act as sale and pick up points. • Farmers' Market and Local Food Producers: Source of local and seasonal products that reinforces authenticity and provides supply options for curated picnic offerings. Can also act as sale and pick up points.	• Pickup and Return Logistics: Defined pickup locations (e.g., downtown businesses, Visitor Centre, market days) and return or deposit systems for reusable baskets or backpacks. • Interpretive and Wayfinding Materials: Program maps or digital guides suggesting scenic picnic spots, trail access points, and parks, including accessibility and distance considerations. • Booking, Inventory, and Payment Systems: Booking and inventory management tools. • Waste, Cleaning, and Reuse Systems: Infrastructure and processes for cleaning baskets/backpacks, managing waste or recycling.	
Anticipated development steps		Timeline
<u>Curate food offerings and secure supplier partnerships</u> • Identify local food and beverage producers suitable for inclusion (fresh, packaged, ready-to-eat) through bid-for interest. • Design 2-3 basket options based on identified suppliers (e.g., classic, premium, family-friendly) to manage cost and appeal. • Identify priority picnic locations (parks, waterfront, trails) to anchor the experience. • Establish supplier agreements covering product selection, pricing, volume, seasonality, and branding.		Months 1-2

Define food handling, storage, and assembly as well as cleaning, reuse, and inventory management.	
<u>Establish pickup, booking, and payment systems</u> - Confirm pickup locations (e.g., downtown businesses, Farmers' Market days, Visitor Centre). - Set up booking and payment options (advance booking, same-day purchase, or hybrid). - Define deposit or return processes if reusable baskets or backpacks are used.	Month 2
<u>Develop visitor-facing materials</u> - Develop light branding and product storytelling focused on local food and scenic settings. - Create simple maps or digital guides highlighting recommended picnic spots, trails, and waterfront areas. - Include information on accessibility, distances, seasonal considerations, and waste disposal.	Months 2-3
<u>Launch and adjust operations</u> - Test assembly time, pickup flow, pricing, and customer response. - Launch the product for late spring or early summer. - Monitor demand, inventory, and supplier performance. - Adjust basket contents, logistics, and supplier coordination based on availability and feedback.	Month 3
Anticipated costs and other resources needed for development	
- Anticipated financial resource required for development: Medium demand (\$5,000 - \$15,000) - Additional resources required include but are not limited to: - Vendor participation - Packing and distribution space(s) - Picnic baskets or other unique container (incl. coolers as needed) - Gear deposit and return system	

Outdoor Learning and Fishing Excursion (Guided tour)

Product name:	Facilitated fishing and outdoor skills excursion	
Description:	A facilitated outdoor fishing learning excursion (approx. 1-2 days) that offers visitors a guided, immersive experience on Collingwood's waterfront, combining hands-on fishing instruction with time spent on and near the water and nature. The experience focuses on light adventure, skill-building, and connection to nature, and is designed to support multi-generational participation and private group travel. This is a guided, facilitated outdoor excursion, delivered as either a full-day experience or an overnight program that may include camping and meals. The facilitated structure ensures safe access, equipment provision, instruction, and a curated flow of activities, making fishing approachable for beginners while offering a deeper, more immersive experience for participants with previous experience. Visitors book the experience in advance through an online booking platform, with clearly defined meeting points and preparation details provided prior to arrival (incl. what is included and what participants need to pack). The excursion operates seasonally during suitable fishing conditions, primarily from late spring through early fall, with delivery windows aligned to weather, daylight, and water access conditions.	
Potential leads or Co-creators:	• Collingwood Charters • Collingwood Adventure Voyages • Fishing Derby • Tourism Collingwood • Tourism Simcoe County	
Audiences (i.e., select target groups)		Audience alignments/ positioning:
TG1 – Countryside & Suburban Families Destination Canada segments: Purpose Driven Families and Simplicity Lovers		• TG1 combines strong interest in outdoor activities like fishing, comfort with outdoor learning, and guided, family-friendly format. • Purpose Driven Families are motivated by shared experiences that bring family members together and learning opportunities that are hands-on. • Simplicity Lovers value relaxation and time outdoors, activities that feel safe, guided, and well organized.
TG2 – Affluent Families Destination Canada segments: Purpose Driven Families and Refined Globetrotters		• TG2 brings willingness to pay, interest in guided learning, and openness to outdoor experiences when delivered in a well-structured, purposeful, and accessible way. • Purpose Driven Families value educational experiences that strengthen family connection and activities that can be enjoyed by different ages and ability levels.

	Refined Globetrotters are motivated by curated, high-quality experiences, and learning something new in a well-structured environment.	
Existing assets and infrastructure to leverage	Needed assets and infrastructure	
Georgian Bay Waterfront and Public Open Spaces: compelling natural setting for introductory fishing experiences, shoreline casting, and learning-based excursions. Boat Launches and Marina Infrastructure: support optional boat-based excursions or partnerships with charter operators. Proximity to Accommodation and Downtown Services: easy access from accommodations and the downtown core supports half-day or short-duration experience. Accessibility and Comfort Supports: Seating, shaded areas, washroom access, and clear communication about physical requirements to support multi-generational participation.	Booking and Capacity Management System: advance booking, capped group sizes, and clear departure times to manage quality, safety, and environmental impact. Transportation Infrastructure: transportation guidance and support for participants, if returning to specific location with gear and catch after the excursion.	
Anticipated development steps		Timeline
<u>Define scope and confirm operations</u> - Define group size limits, duration, and price point. - Confirm lead operator and partnership model (e.g., independent guide, sole business, or partnership).		Month 1
<u>Plan excursion and confirm locations</u> - Investigate and select suitable meet-up, fishing, and rest locations that align with safety, accessibility, comfort, and environmental considerations. - Confirm access permissions and required approvals (e.g., boat launch)		Month 2
<u>Design the workshop and excursion format</u> - Develop a repeatable experience flow covering instruction, hands-on practice, guided fishing time, rest and down times. - Build in flexibility for different skill levels, ages, and weather conditions.		Month 2
<u>Confirm and train guides and obtain fishing and transport equipment</u> - Engage qualified fishing guides or instructors with facilitation and safety training. - Provide facilitation and set-skills training to guides.		Months 3-4

• Purchase or partner to supply fishing equipment, transportation (i.e., shuttle, boat, canoes), safety gear, and instructional materials. • Develop safety procedures, waivers, and emergency response plans.	
<u>Establish booking system and secure needed permits</u> • Set up booking and payment systems with capped group sizes. • Clarify participant responsibilities related to fishing licenses and regulations. • Confirm insurance coverage, required permits, and other liability matters.	Month 4
<u>Pilot the experience and refine delivery</u> • Deliver pilot workshops or excursions with limited group sizes. • Gather feedback from participants and guides on duration, pacing, clarity, and enjoyment. • Refine locations, content, pricing, and logistics based on pilot.	Month 5
<u>Launch seasonal operation and ongoing management</u> • Launch the experience during the summer season. • Monitor safety, environmental impact, and participant satisfaction and adjust scheduling, group sizes, and experience.	Month 6
Anticipated costs and other resources needed for development	
• Anticipated financial resource required for development: High to Very High demand (\$20,000 - \$30,000+) • Additional resources required include but are not limited to: • Fishing equipment and gear • Camping/accommodation infrastructure • Food, meal preparation, and catering resources • Licensing, permits, etc. • Interpretive and educational materials	

Multi-day Cycling Tour (Self-led itinerary)

Product name:	Self-led multi-day regional cycling tour(s)	
Description:	This self-led, multi-day regional cycling tour (2-3-day tours, with variations) positions Collingwood as a hub for exploring the surrounding region by bike, connecting waterfront routes, trails, rural landscapes, and neighbouring municipalities. The experience focuses on active exploration, scenic cycling, and slow travel, supporting family travel, independent discovery, and longer stays across the region. This is an itinerary-based cycling product, designed for independent riders who plan and navigate their journey using clearly defined routes and planning tools (including key service recommendations like accommodations, restaurants, etc. along the routes). The self-guided format allows visitors to choose route length, pace, and overnight stops, while operators and partners support the experience through route design, information, and services rather than guided delivery. Visitors access the tour from late spring, across summer, and into early or late fall (depending on weather conditions and business availability) through digital route guides, maps, and itineraries available online, supported by local bike services, accommodations, and visitor information resources.	
Potential leads or Co-creators:	• Tourism Collingwood • Tourism Simcoe County • RTO7 • Neighbouring municipalities (e.g., The Blue Mountains, Clearview, Grey Highlands, Wasaga Beach, etc.) • Collingwood Cycling Tours • Sports retailers • Georgian Trail E-bike Rentals	
Audiences (i.e., select target groups)		Audience alignments/ positioning:
TG1 – Countryside & Suburban Families Destination Canada segments: Purpose Driven Families and Simplicity Lovers.		• TG1 brings strong interest in cycling and outdoor touring, values independence, and is well matched to self-guided itineraries that do not require guided facilitation. • Motivated by shared, active experiences that allow families to spend extended time together, as well as activities that combine movement, learning, and exploration without rigid schedules (i.e., flexible formats). • Tours can be structured into shorter daily segments, making it accessible to a range of fitness levels.
TG2 – Affluent Families Destination Canada segments: Refined Globetrotters and Culture Seekers		• TG2 combines ability to pay, appetite for multi-day active itineraries, and strong alignment with self-guided discovery across the region.

	• Motivated by curated, immersive journeys rather than single activities; authentic exploration of regions, landscapes, and communities; and experiences that combine physical activity with cultural learning. • The self-led, multi-day cycling tour format can offer independence and flexibility while still feeling purposeful and refined.
TG3 – Urban Diverse Young Families & Singles Destination Canada segments: Culture Seekers and Fun & Sun Families	• TG3 is a growth market for Collingwood and is particularly responsive to active, flexible, digital touring products. • Visitor groups are highly active, comfortable with self-led travel formats, and motivated by exploration, novelty, and outdoor experiences.
Existing assets and infrastructure to leverage	Needed assets and infrastructure
• Trail Network and Multi-Use Paths: established public trails, waterfront paths, and rail-trail segments provide the base for safe, scenic cycling routes within and beyond Collingwood. • Road Network Connecting Neighbouring Communities: existing regional and rural road connections enable point-to-point or looped cycling itineraries linking Collingwood with surrounding municipalities and destinations. • Downtown Core and Services Hub: centralized access to accommodations, food and beverage businesses, bike shops, and visitor services. • Parks, Lookouts, and Scenic Stops: parks, waterfront access points, and natural viewpoints create rest stops and experience highlights along multi-day routes. • Regional Accommodation Base: a mix of hotels, short-term rentals, inns, and campgrounds supports overnight cycling itineraries of varying lengths and comfort levels. • Existing Visitor Orientation Infrastructure: Visitor Centre and digital destination platforms can act as established channels for route discovery, trip planning, and wayfinding support.	• Dedicated Wayfinding and Signage: consistent route signage, trail markers, and directional cues across municipal boundaries to support safe, confident self-navigation. As well as clear guidance on road sharing, traffic conditions, weather exposure, and emergency procedures • Digital Route Content and Planning Tools: downloadable GPS files, mobile-friendly maps, and itinerary guides that support self-led travel and trip customization. • Rest Stops and Cyclist Amenities: reliable access to washrooms, water refill stations, seating, and shaded areas at regular intervals.

Anticipated development steps	Timeline (i.e., months)
<u>Route scoping and confirmation</u> • Confirm the lead organization and/or partnership structure (e.g., destination-led, operator collaboration, other). • Identify and map potential cycling routes using existing trails, waterfront paths, and low-traffic roads. • Assess routes for safety, surface quality, elevation, distance, and suitability for multi-day touring. • Identify natural stopping points, communities, and overnight hubs along the route.	Month 1
<u>Regional municipal coordination and confirmation</u> • Engage neighbouring municipalities and destinations to confirm routing, connections, and alignment. • Coordinate on signage standards, wayfinding expectations, and visitor messaging across boundaries. • Identify roles for route maintenance, information updates, and shared promotion – as needed.	Month 1
<u>Experience design and itinerary development</u> • Develop clearly defined itinerary options (e.g., 2-day, 3-day, family-friendly, etc.) and identify recommended accommodations, food stops, attractions, and services along each route. • Confirm availability of bike rentals (including e-bikes), repair services, and emergency support. • Confirm best channels for visitors to pre-book recommended services (e.g., accommodations, restaurants, etc.) • Explore optional services such as luggage transfer, shuttle support, or recovery transport.	Month 2-4
<u>Pilot and launch routes</u> • Test routes internally or with small groups to confirm timing, safety, and user experience. • Refine itineraries, messaging, materials, and address gaps based on feedback (incl. amenities, signage, services, etc.). • Launch the cycling tours as self-led itineraries supported by clear planning tools (incl. booking channels). • Monitor usage, feedback, and partner participation and adjust/improve itineraries ahead of next season.	Month 5
Anticipated costs and other resources needed for development	
• Anticipated financial resource required for development: Medium demand (\$5,000 - \$15,000) • Additional resources required include but are not limited to: • Alignment with neighbouring municipalities • Luggage transfer or shuttle options	