



## Committee Report

**To:** Warden Mitch Twolan  
Members of the Planning and Development Committee

**From:** Kara Van Myall  
Director of Planning and Development

**Date:** December 20, 2018

**Re:** 2018 Explore the Bruce Adventure Passport Final Report

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### Recommendation:

**The 2018 Explore the Bruce Adventure Passport Final Report is for information.**

### Background:

The Adventure Passport (AP) program, started in 2005, is a self-guided scavenger hunt designed to encourage people to venture off the beaten path and explore some of the experiences Bruce County has to offer. Each year, unique locations across the County are chosen to be “passport stops” from May 1st until October 31st. Clues on the AP help participants find the passport stops, where they'll also find a unique hole-punch used to mark their AP game cards. A minimum of seven of the twelve passport stops must be completed in order to be eligible for a free t-shirt and monthly grand prizes.

The objectives of the County running the Adventure Passport program are twofold:

1. to increase length of stays by peak season visitors
2. to increase average spending by peak season visitors

The Adventure Passport draws from two distinct markets categorized by the Provincial profiling segments of “Backcountry Families” and “Comfortable Retirees”. (See Appendix ‘A’ for attributes)

### 2018 Adventure Passport Highlights

Almost all of the AP participants (98%) are from Ontario. The majority of participants (73%) are from Bruce, Grey and Simcoe Counties. Close to half of participants (47%) heard about the program via “Word of Mouth” and a little over half (51%) pick up their passport from visitors centres across the County (see “Appendix “A”). It is essential to note the importance of collaboration with communities and local visitor centres in the execution of the program, as this is where most of participants pick up their passports.

- **Participation:** 2639 passport submissions (completed or partially completed) - 1,075 down from 2017

- **Ripley Mini Tour:** mini-tours are designed to showcase a downtown each year and to encourage longer stays / increase spending.
- **The Adventure Passport Website:** new to the website is an interactive map which details suggested tours / routes and places to shop, eat, stay and explore. This encourages visitors to move around the County.
- **Paddle Punch:** The Paddle Punch Box was installed at Hidden Valley Campground between Paisley and the Saugeen Bluffs Conservation Area. Participants could only access the box by paddling down the Saugeen River. The goal was to promote paddling, the Saugeen River and local outfitters. Prizes included paddling packages donated by Thorncrest Outfitters and a set of paddles donated by Grey Owl Paddles. In total, 27 participants travelled down the river to get their Paddle Punch.
- **Most visited Adventure Passport:** This year, the Elora Soap Company in Paisley had the most visits with a total of 1,061 people stopping at this location
- **Top Three:** Greenock Swamp (47%), Jones Bluff (36%), Apple Rail Trail (34%).
- **Digital Bonus Stops:** eight Adventure Passport photo frames were installed within Bruce County to increase the online presence of the program. As a result, 66 visitors took photos with these picture frames and tagged them on social media using the hashtag #ETBAdventurePassport. The hashtag was used a total of 170 times this summer. Prizes were given out through Facebook on a monthly basis.

#### 2018 Adventure Passport Submission Results:

Passport Participation Submissions	
Total Completion:	2,639
Completed ≥7 Stops:	2,094
Completed all Stops:	575
Completed Ripley Mini-Tour Stops:	752
Completed the Paddle Punch Stop:	27

The Adventure Passport website features three self-guided tours / routes within each of the three regions within Bruce County (Peninsula, Lakeshore, Interior). This was a new addition to the program. These tours highlight scenic roads, restaurant recommendations and suggested hikes and activities along the route. The website is user friendly and helps families plan their visit in Bruce County.

Number of Visits, by Region:	
Peninsula:	286
Lakeshore:	199
Interior:	145

## 2018 Adventure Passport Survey Results:

After completing and submitting their passport, participants are asked to also complete a survey. This year, there were a total of 246 surveys returned.

- Spending while completing the AP:
  - \$131 average spend on gas
  - \$41 average spend on snacks
  - \$67 average spend on meals
  - \$6 average spend on entrance fees
  - \$46 average spend on retail
  - \$203 average spend on accommodation
  - Total average spend \$494
- Passport Stops at a business
  - 40% of survey respondents said they are more likely to go into the store,
  - 44% said they like to stop in but it doesn't really affect their browsing habits
  - 7% responded that they are only going to the stop
- 85% of 246 surveys said they do the Passport just to explore the area
- 53% of the 246 surveys said they (also) do it for the t-shirt
- 100% have or will be recommending to friends and family
- 75% said that nothing will stop them from completing the 2019 Adventure Passport
- 25% saying it's in the plans to complete it.

It's important to highlight that 100% of participants recommend the program to family and friends. (See "Appendix 'C' for program testimonials)

## Conclusion:

There is room for improvements to the Adventure Passport to keep up with how visitors are traveling today. Overall, there was a decrease in participation this year. This information will be taken into consideration for the development of the 2019 and 2020 Adventure Passport Program. Staff will be reviewing sociological, economic and technological trends when developing the Adventure Passport for subsequent years. Additionally, the results from the Economic Impact of Tourism Study will give the program better focus on visitation trends and how to encourage visitors to stay in Bruce County longer to participate in the program. Consultation with local communities will be vital during this review, especially with our local visitor centre staff as they are our ambassadors for the program.

In summary, next year marks the 15<sup>th</sup> anniversary of the Explore the Bruce Adventure Passport. Next year's stops will highlight some communities within each municipality and different experiences within the Bruce County.

**Financial/Staffing/Legal/IT Considerations:**

There are no financial, staffing, legal or IT considerations associated with this report.

**Interdepartmental Consultation:**

None to consider.

**Link to Strategic Goals and Elements:**

**Goal # 3** - Find creative ways to engage our public

**Element # f** - Easy feedback forum.

**Goal # 6** - Explore alternative options to improve efficiency and service.

**Element # b** - Develop system for measuring our processes and their desired outcome.

**Goal # 7** - Stimulate and reward innovation and economic development.

**Element # d** - Vocally support all industry in Bruce County.

Written by: Vicki Ly, Economic Development Officer, Planning and Development

**Approved by:**

A handwritten signature in black ink, appearing to read 'Marianne Nero', with a stylized flourish at the end.

Marianne Nero  
Acting Chief Administrative Officer

## “APPENDIX A”

### Target Audience Details

Backcountry Families	Comfortable Retirees
<ul style="list-style-type: none"> <li>• Higher Participation (Index Score)</li> <li>• Exurban, Town &amp; Rural settings (NOT Urban, Suburban)</li> <li>• Middle age to older, but many still with children at home (43% 3+ HH size)</li> <li>• Middle income households (\$93,000)</li> <li>• Middle income, mid to lower education attainment (15% university)</li> <li>• Low cultural diversity index</li> <li>• Social values               <ul style="list-style-type: none"> <li>• Obedience to authority - traditional family structure</li> <li>• Propriety - sticks to rules, traditions to be shared with family</li> <li>• Aversion to complexity - use technology for primary utilitarian purposes</li> <li>• Attraction to nature - concern about the environment</li> <li>• Narrow - limited focus - avoids unnecessary purchases, supports</li> </ul> </li> <li>• smaller and local businesses</li> <li>• Explorer Quotients - Similar               <ul style="list-style-type: none"> <li>• No Hassle Travelers</li> <li>• Rejuvenators</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Moderate Participation (Index Score)</li> <li>• Suburban, Town Mix &amp; Rural settings (close to Backcountry Families)</li> <li>• Older - mature (retired or nearly retired segment)</li> <li>• Fewer with children at home (33% with 3+ HH size)</li> <li>• Middle income households (\$84,000)</li> <li>• Lower university education attainment (17%)</li> <li>• Low cultural diversity index</li> <li>• Social values               <ul style="list-style-type: none"> <li>• Ecological fatalism</li> <li>• Attraction to nature</li> <li>• Environmental protection</li> <li>• Culture sampling</li> </ul> </li> <li>• Explorer Quotients - Mix               <ul style="list-style-type: none"> <li>• Authentic Explorers</li> <li>• Rejuvenators</li> <li>• Virtual Travelers</li> <li>• Personal History Explorers</li> </ul> </li> </ul>

## “APPENDIX B”

### Participants are From:

Ontario:	98%
Bruce, Grey or Simcoe Counties:	73%
Greater Toronto Area & Hamilton:	16%
Kitchener, Waterloo, or Guelph:	14%
London or Sarnia:	4%

### Participants Heard About the Passport:

*(note: multiple sources allowed)*

By word of mouth	47%
Online	17%
At a Visitor Information Centre	12%
By happening upon the Passport box	9%
In a store	7%
On the Radio	6%
In a magazine	4%

### Participants Get Their Passport:

At a Visitor Information Centre	51%
At the Passport box	20%
Summer Patrol	2%



## **“APPENDIX C”**

### **2018 Participant Testimonials**

Awesome, the best part was the pictures from the Jones Bluff and doing the 8.8km trail, we didn't turn around - 4 kids and 2 adults completed it - and it was AWESOME!!

- Mississauga, ON

I love that while some stops are obvious, others are not and you have to work a little to find the passport box! The Rural Rootz stop is a fantastic hike for kids - not too long, but just right. We especially love the scenic stops such as Fairy Lake, with the short hike around the lake to the lookout spot. We have been doing this as a family for the past four years now and it has become a May long weekend family tradition! My sister, my dad and my family are all from different cities and it is fun to meet up and start the explore the Bruce adventure together. It is a family activity that we look forward to each year. We think a great addition would be at the old Oliphant Pavilion or Oliphant Marina! Thanks for another great year of Explore the Bruce!

- Toronto, ON

It was an amazing day! The weather was perfect. We had a struggle with the coordinates for a while but then we found the revised coordinate list and everything worked well after that. Hoping to finish the last passport stops later on this summer. We have been doing this for about 9 years...we still love it. We look forward to 'Exploring the Bruce' every year, revisiting old favourites and discovering new hidden treasures in Bruce County.

- Kirkton, ON

Love it every year. Started doing it years ago while camping in the area and then renting a cottage in Pike Bay for one week each year. In 2015 we bought our own cottage near Miller lake on the Bruce Peninsula. We love the area and the fun we have each year completing the passports. Keep it up and we will too!

- Beamsville, ON