

**Horse
Country**
Campground

Corporate Profile



As seen on...
RED TV



Horse Country Campground
503 Rafting Road Foresters Falls, Ontario
www.horsecountrycampground.com Tel: (613) 867-0585

Background



The white water region of the Ottawa Valley is an established and world class tourism destination. Each summer over **50,000** people travel to the region to enjoy world renowned white water rafting and kayaking along the last preserved stretch of the mighty **Ottawa River**, a 17km section known as the 'Rocher Fendu' (trans. Jagged Rock).

In the Spring of 2013, **Horse Country Campground** established an equestrian friendly camping and trail riding facility and guided horseback riding program in the heart of the Rocher Fendu. The business is co-located and partnered with **Wilderness Tours Resort**, white water region's leading resort and rafting company. The businesses compliment each other and work in harmony to drive more tourism into white water region, increasing overnight stays and activity revenues at the resort as well as spin off tourism economic activity in the surrounding local communities.

Leveraging the unique combination of resort facilities, **50+ km trail system**, lodging and services at the resort, the business has quickly established as a leading equestrian tourism and horseback riding vacation facility in Eastern Canada, attracting visitors from **Ontario, Quebec, Rest of Canada** in addition to **International** tourists (Europe, China, USA).

With over 50 kilometers of trail systems inter-connecting **Horse Country, Wilderness Tours Resort, River Run Rafting Resort, The Ottawa River Provincial Park and the White Water Brew Pub**, we are Ontario's first equestrian lifestyle community and upscale dude ranch-style vacation destination, offering a comparable vacation experience to the largest ranches commonly found in Western Canada/USA.

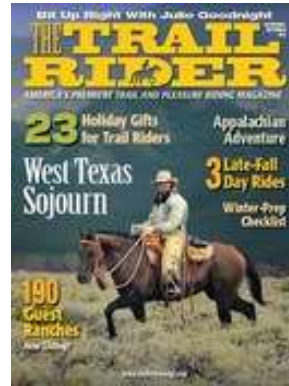
Our Business

Established in 2013, Ottawa based private corporation

Eastern Ontario's largest horse campground and horseback riding vacation business

Partnered and co-located at Canada's #1 adventure company Wilderness Tours Resort

- 56 campsites with corrals.
- Outdoor arena and 30 station horse obstacle course.
- 50+ km's of trails including access to the Ottawa River.



Horse Country Campground



www.horsecountrycampground.com

Who We Work With

In less than four years our brand has established as one of Canada's most recognizable equestrian vacation lifestyle choices.



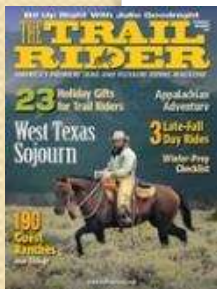
Marketing Partners



2016 Sponsors



Earned Media



2017 Major Event Sponsorships



As seen on...
RFD TV



Sept 11-17 - First Time In

Ontario! America's most beloved trail riding show is coming to the Ottawa Valley. Your brand will be featured on the TV program that reaches thousands of viewers across North America! Join hosts Tom Seay and Del Shields at Horse Country this fall for a week long live shoot and trail riding memories!



Aug 10-14 - 4 Days of bluegrass music, equestrian events and first nations demonstrations!

This 2nd annual event at Horse Country brings together a half dozen bluegrass music acts playing on the main stage, features the Anishanabe Experience dancers and David Cowley horsemanship clinics. Festival passes includes full resort access! Plan your vacation!

	Value	Recognition	Added Benefits
Top Tier (max 3 companies)	\$5,000	Main Banner Signage during filming, credits, interview by company rep	Invite To host seminar during event, banquet table
Middle Tier	\$1,500	Small banner signage, credits	5 Weekend Passes
Lower Tier	\$500	Vendor table during location shoot. campsite	2 Weekend Passes

	Value	Recognition	Added Benefits
Presenting Sponsor (exclusive)	\$2,500	Prominent Signage Main STAGE, and All Promo Materials, vendor space on grounds	10 Weekend Passes
Supporting Sponsor	\$1,000	Signage and Promo Materials, vendor space on grounds	5 Weekend Passes
Vendor	\$500	Kiosk Location At Festival	2 Weekend Passes

The Destination

Since the early 1970's, the "**Rocher-Fendu**" section of the Ottawa River has been home to **Canada's #1** white water rafting and kayaking destination!

Thanks to the vision of Wilderness Tours founder Joe Kowalski, the **WT Land Trust** was established to preserve and protect this last "WILD" stretch of the mighty Ottawa River.

To date over **5,000** acres have been added to the trust. Connecting **Horse Country Campground, River Run Resort, Wilderness Tours Resort** and accessible public lands, an extensive network of over 50 kilometers of multi-use trail systems are accessible for horseback riding, mountain biking and hiking.

Each summer, over **50,000** people from across Canada, the USA and Internationally, visit the famous "**White Water Region**" of the Ottawa Valley to enjoy a truly Canadian outdoor adventure experience.



The Location

The heart of white water rafting on the Ottawa River

Traffic of **50,000+** rafting vacationers within 10 minute drive of property

County of Renfrew favourable to tourism expansion and development

Co-located with **Wilderness Tours Resort & River Run Resort**

1.5 hour drive from **Ottawa Intl Airport**

3 hours drive from **Montreal**

4.5 hours drive from **Toronto**

12 hours drive from **New York**



Industry Overview

Horseback riding is as old as civilization itself. For thousands of years the connection between man and horse is mythical and majestic. To this day the attraction of horses is a very popular lifestyle choice and vacation opportunity with broad appeal as a physical activity and outdoor recreational opportunity.

In Ontario there are an estimated 379,000 horses, the fourth largest horse population in North America (only the States of Florida, California and Texas having more horses). It is estimated there are 12 million horses in the United States.

The Ontario Equestrian Federation represents over 23,000 members, the majority who identify as recreational horse owners and enjoy trail riding as their primary activity. The typical OEF member is a woman aged 40-49 with an annual income of \$60-80k.

The most successful 'dude ranches', majority based in Western Canada and the United States, average over 5,000 clients per year with all-inclusive vacation packages ranging from \$300-800 per day.

The popularity of equestrian sports across Canada and the US can be witnessed in the hundreds of vacation ranches and thousands of horse stables offering lessons, riding programs, competitive programs and local fairs featuring horsemanship activities.

The wind of heaven is
that which blows
between a horse's
ears. ~Arabian Proverb

There is something
about the outside of
a horse that is good
for the inside of a
man ~Sir Winston
Churchill

A thousand horse and none to ride!
With flowing tail, and flying mane,
Wide nostrils never stretched by pain,
Mouths bloodless to the bit or rein,
And feet that iron never shod,
And flanks unscarred by spur or rod,
A thousand horse, the wild, the free,
Like waves that follow o'er the sea,
Came thickly thundering on,...
~Lord Byron

Target Markets

Given the diversity of our offerings which include camping, horseback riding day trips, all-inclusive vacations and a range of outdoor activity offerings, our target market is diverse and can be multi-faceted. Our promotional efforts are aimed at attracting three core customer groups;

Horse Owners

The horse owning population in Ontario, Quebec and US States is spread across rural areas and some suburban clusters. Horse owners typically join state/provincial horse associations, breed clubs and councils where groups of horse owners with similar interests are clustered. Targeted industry publications/websites reach these customers as well as focused publications, industry events and trade shows and specific industry focused social media groups.

Nature Lovers - 7% of the Ontario Tourism Market

The Ontario Tourism Marketing Partnership defines this group as attracted to outdoor experiences aligned to Ontario's quintessential parks & lakes offerings. Camping and associated activities are key interests for this group. The Nature Lover is looking for activities that align with the recreational aspects of the outdoors and not necessarily the extreme aspects. Not surprisingly, the travel style is basic with camping prevalent. Attracting these customers is achieved via search engine marketing driven by targeted keywords, broader advertising campaigns via traditional vacation/activity offerings and consumer trade shows.

Connected Explorers - 8% of the Ontario Tourism Market

This group have a psychological need to take a break from the everyday. They are a confident, youthful, optimistic group. They have a deep-seated need to travel and expose themselves to new experiences and knowledge. Travel for them is about expanding their horizons. Attracting these customers is achieved via search engine marketing driven by targeted keywords, broader advertising campaigns via traditional vacation/activity offerings and consumer trade shows.

The Team



Walter Willett /
President

A career in hospitality, tourism and museums including hotel management, marketing and sales.

Walter has produced major music festivals and events and managed a historical village re-enacting pioneer life in the 19th century.



Larry Davis /
Vice President

A farrier by trade, Larry is a retired US Navy submariner, farmer and master horseman.

Larry has ridden horses at many of the iconic destinations in North America, attended clinics and workshops by the foremost horse trainers in the world and is a wealth of knowledge on the ranching business.



Brenda Willett/
Marketing

A social media marketer and graphic design specialist, Brenda has spent nearly a decade perfecting her knowledge of SEO, SEM and social marketing sites.



Jason Daley/
Real Estate

A business advisor to many start ups and real estate projects, Jason's knowledge extends to land development, timeshare and fractional ownership, cottage sales and service.

 **Horse
Country**
Campground



The Horse Country Team

Contact Information



Walter Willett

Tel: (613) 867-0585

Email: walter@horsecountrycampground.com

www.horsecountrycampground.com



**Horsecountry Campground Inc. Head Office
326 Wagon Dr. Dunrobin, ON K0A 1T0 Tel: (613) 867-0585**