

MEDIA RELEASE

FOR IMMEDIATE RELEASE

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New promotional campaign for 1000 Islands Rideau Canal Waterways Tourism Adventures Self-Driving Tours

With over 45 participating tour locations, you can easily experience the region's three tourism themed Adventures – Gardens, Foodie Shops and Fresh Baked.

For the first time, representatives of the three Adventures and officials gathered at Hall's Apple Market, in the Township of Elizabethtown-Kitley, to unveil the new promotional brochure and marketing campaign.

The new Adventures brochure, for the 1000 Islands Rideau Canal Waterways, features a map along with a listing of all sites to personalize your excursion. The self-driving tours can include your favourites while exploring new and delicious bakeries, interesting foodie shops and inspiring gardens.

The United Counties of Leeds and Grenville Economic Development Office is creating a stronger tourism social media presence and a promotional campaign to bring new visitors to the region.

At the launch, officials highlighted the importance of tourism and hospitality and how small businesses rely on visitors.

"We are so fortunate to have unique, authentic and iconic tourism assets in our region that visitors from the around the world can enjoy," said Warden Nancy Peckford. "We create memorable experiences with our two UNESCO designations along with businesses and garden sites that are known for their warm welcome and hospitality."

There is desire to see the region become a year-round destination that entices visitors and residents with an array of unique, high quality and celebrated traveller experiences.

"The sustainability of our tourism businesses is critical to the lifestyle our residents enjoy," says Ann Weir, Economic Development Manager for Leeds Grenville. "We are all tourism ambassadors for the region, and there is a key role for each of us to play. The more we cross-promote and share our positive experiences, the more we will benefit together."

Visitors and residents are encouraged to like and follow the region's social media accounts @1000IslandsRideauCanalWaterways.

About the Adventures

[Fresh Baked Adventures](#) introduces visitors to 12 local bakeries and 7 cafés, where they can discover an array of unique and delicious treats made on-site at each location.

[Foodie Shop Adventures](#) invites visitors to embark on a culinary journey. Discover 12 local specialty food shops, each one presenting a diverse selection of products, ranging from gourmet cheeses to handmade chocolates.

[Garden Adventures](#) the 10th Anniversary showcases 16 sites, incorporating recently introduced locations that augment the region's natural charm. From historic gardens to contemporary botanical wonders, each site displays distinctive horticultural scenery.

To access the handy Adventures brochure and map visit any of the participating partner sites and tourism locations or online at www.1000islandsRideauCanalWaterways.com/adventures. Copies are available at the Counties Economic Development Office at 32 Wall Street, Brockville or call 613-342-3840 ext. 5362.

About 1000 Islands Rideau Canal Waterways Tourism Region

In 2022, Counties completed an Inaugural Regional Tourism Destination Strategy. In moving the strategy forward, the Counties became the Tourism Destination Management Organization for Leeds Grenville, and in 2023 adopted the 1000 Islands Rideau Canal Waterways tourism brand.

Counties will be working collaboratively with Brockville, Gananoque and Prescott in promoting the region toward the common goals of increasing visitor spending and creating a year-round destination.

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