

Eco-Tourism & Sustainability

“How can a tourism destination, like the Town of Lincoln, use technology to uncover visitor demographics & identify visitor behavior at local Eco/Agri-Tourism attractions?”



Case Study of Charles Daley Park – Lincoln’s Premiere Waterfront Destination

Overview:

The waters of Charles Daley Park beckon swimmers to its sandy shores. Locals and visitors alike flock to watch the sun setting over Lake Ontario, enjoy a picnic, meet with family and friends, relax on the beach, and enjoy the lake. This beautiful 22.5-acre waterfront park is open all year and is currently recognized by the municipality as a “Destination Park”.

Located on the North Service Road between Jordan Road and Seventh Street in Lincoln, the park boasts two separate beach sections located next to inlets of the Fifteen and Sixteen Mile Creeks providing a picturesque setting to canoeists and hikers. You will find a small pond and a panoramic view of Lake Ontario. The park is located very close to the Queen Elizabeth Way, and therefore, the south side of the park can be a little noisy. On the north side of the park, visitors can enjoy a tranquil atmosphere and views of Lake Ontario.

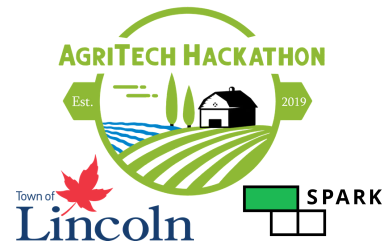
Along the shoreline, a well-maintained trail provides an excellent view of the lake. To highlight the beauty of this shoreline, there are a number of benches situated along the trail, facing the lake.

In the middle of the park is a small facility with public washrooms, a stage for public performances, and pavilion areas with seating where visitors can enjoy a picnic. There is also a lookout location atop a small hill which provides a panoramic view of the lake.

Admission to the park is free and includes over 400 spaces of free parking to visitors. The park also has an accessible playground and plenty of green space to enjoy. The park has a wheelchair accessible boardwalk running along the lawn overlooking the lake. Free Wi-Fi is also available in the park courtesy of a local internet service provider.

In partnership with a local service club, the Town co-curates an annual summer concert series that is offered free to the community and visitors. Historically well attended, the concert series has been occurring for ten years.

MINI-HACK CHALLENGE QUESTION OUTLINE - cont.



As identified during community consultation efforts held during the development of the Town's first comprehensive Parks, Recreation and Culture Master Plan (2019), access to the water is important for residents and tourists, a fact that is highlighted by the success of community events held at Charles Daley Park.

The park is named in honour of Charles Daley, a member of the Progressive Conservative party who served the Legislative Assembly of Ontario from 1948 until 1951 for the riding of Lincoln.

View map of Charles Daley Park: [HERE](#)

View Photo Gallery of Charles Daley Park: [HERE](#)

Scope & Objectives

Introduction:

Tourism depends on attractions. Rarely do people make decisions on their travel plans based on the mode of transportation to the location or because they want to stay to experience a specific product offering at a local business. The desire to travel to a specific location is stimulated by the variety and quality of attractions offered within the overall destination. In most communities, primary attractions are museums, sports facilities, festivals, art and heritage sites, theme parks, and the eco-tourism offerings within the destination's natural landscape.

Know Where You Are to Determine Where You Should Go:

Measurement is the fundamental basis for making a decision or taking action. Accordingly, most municipal departments have a clear method of measuring the services they provide. However, parks and recreation departments have had limited tools to assess the use of the services they provide to their communities. These departments provide a wide array of community assets, maintain multiple facilities and coordinate many programs, yet seldom can precisely measure how many people are being served. Without key performance indicators and measurable results, it is impossible to know whether a department is meeting the needs of its community members and visitors or whether it is improving from one year to the next.

Why Measure Usage?

Learning more about visitor usage patterns and their visitation behaviour could be highly valuable to understanding how to best optimize the limited resources that are available. Routine measurement can also inform decision-makers about other issues related to tourism amenities use. For example, there may be barriers that are not obvious to those who only have limited contact these amenities such as our case study of Charles Daley Park. Maintenance problems, like litter, graffiti, overgrown lawns and broken equipment, can also be assessed.

Goals of Measurement:

The main goals of measurement should be to quantify the use of a particular tourism amenity and to describe the demographics and behaviour of the users. Additionally, data collection can provide insights about which facility investments are favoured by regular users and visitors and can guide planning for staffing, programming, and future renovations. This data can be used to justify budgetary needs and expenditures.

Valuable data collection of the following would be helpful to any Community Services and Economic Development Departments.

Not Sure How To Get Started?

- **Assessing seasonal usage:** The use of tourism destination and their attractions vary considerably across seasons. Being able to differentiate and define peak use times is helpful data to have.
- **Demographics:** Who is using a particular tourism attraction? i.e. parks, museums, hiking trails etc. Knowing the particular age, gender, household income and geographic distance travelled is valuable information to better enhance a tourism destination.
- **Purpose of visit:** What activity or activities did the user engage in during their visit to a tourism amenity. What are the most popular/used elements in that location or activity?
- **Frequency & return visits:** How many visitors are returning to visit a tourism amenity and how frequently? Why are they choosing this location? How many tourists are using a particular tourism amenity (both intentionally/planned and/or unintentionally because they discovered it)?



Questions? Reach out to staff members on Discord or email info@agritechhackathon.ca