



City of Kenora

TOURISM

The City of Kenora is located in the heart of the continent, on the Canadian Shield, in the northwest corner of Ontario, just 50 kilometres from the Manitoba border and 2 hours from Winnipeg.

Kenora is perched on the north shore of Lake of the Woods and its 14,522 islands and 65,000 miles of shoreline. Kenora is that iconic Canada painted by the Group of Seven – the granite, the pines, and the water.

INDUSTRY HIGHLIGHTS

Since 2007, the City of Kenora and public sector partners have completed **over \$30 million in new tourism infrastructure projects** including the Lake of the Woods Discovery Centre, downtown revitalization of the Harbourtown Centre, Kenora Gateway signage, and the construction of the Jarnel Contracting Pavilion – a covered outdoor venue that hosts year round events and festivals.



The Lake of the Woods Discovery Centre welcomes **20,000 visitors annually**.

In 2021, the City of Kenora delivered a comprehensive survey to visitors specifically.

Here are some key results:

93%

of those surveyed said they would return to Kenora

50%

of those surveyed were accompanied by 3 or more people

61%

of those surveyed have visited Kenora 6 or more times

76%

of those surveyed stay for 3 or more days during the trip

Over 50 percent of tourists spent more than \$1,000 on trips to Kenora and the average tourist has a household income of over \$110,000.

This creates opportunities for supportive industries such as hospitality, food and beverage, travel services, entertainment and retail.



The City of Kenora has **above average hotel occupancy rates** with an average rate of **76 percent in 2023**.



KENORA
LAKE OF THE WOODS

MUNICIPAL ACCOMMODATION TAX



Since 2018, the City of Kenora has invested **over 2.5 million dollars** through the **Municipal Accommodation Tax** to advance tourism initiatives.

Examples include:



Annual **advertising budget of \$100,000** to promote Kenora



Redevelopment of **McLeod Park**



Harbourtown Centre **streetscaping**



Contributions to partner organizations for **development of tourism product**

- Kenora Nordic – Lighting of cross country ski trails
- Sunset Trail Riders (snowmobiling) – purchase of small groomer and development of staging area
- Mount Evergreen – Purchase of new groomer

WORKFORCE TRAINING

- Kenora is home to **three education institutions** offering post-secondary, college and customized employer training minutes from the downtown core.
 - Lake of the Woods Campus of Confederation College
 - Seven Generations Education Institute
 - Niiwin Wendaanimok (Four Winds) Partnership

COLLABORATION, ECONOMIC INCENTIVES AND RESOURCES

The tourism sector in Kenora is celebrated and supported by a number of organizations in the ecosystem. Businesses located in Kenora are potentially eligible to access support from organizations including:

- Northwest Business Centre
- Lake of the Woods Business Incentive Corporation
- Northwestern Ontario Innovation Centre
- Kenora and District Chamber of Commerce
- Ministry of Northern Development – Northern Ontario Heritage Fund
- Destination Northern Ontario & Tourism Excellence North
- FedNor

With a dedicated department in Tourism, our team would be happy to connect you with the local contact or set up a funder meeting to best support your business.

LIFE AT THE LAKE

Why vacation here when you could just live here?

Kenora's position on Lake of the Woods offers unparalleled opportunity to live life outside. Experience all four seasons in a community with natural beauty and amenities that residents and visitors celebrate.

15,000 population	2 seniors centres	1 sportsplex
45 area restaurants	2 curling venues	<ul style="list-style-type: none"> · indoor soccer field · indoor playground
1 new art gallery	1 splashpark	2 school boards
1 indoor walking track	3 post-secondary institutions	3 pools
1 dance studio	5 commercial fitness centres	2 golf courses
6 public beaches	6 boat launches with associated parking	 amazing small shops
1 incredible Lake of the Woods Discovery Centre	1 theatre company	1 ski hill
2 public libraries	1 theatre company	<ul style="list-style-type: none"> · 11 downhill runs · terrain park · over 20km of cross-country ski trail · tubing
2 indoor ice surfaces	8 pickleball courts	
1 disc golf course	1 yoga studio	 vibrant events in four seasons
1 amazing museum	7 public playgrounds	6 tennis courts



To learn more about the City of Kenora, life at the lake and opportunities in tourism, please contact:

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