

## **Temagami Region Tourism Potential – Ontario Parks Visitation Snapshot**

Ontario Parks visitation data demonstrates significant tourism potential within the Temagami region. Annual visitation levels indicate approximately 23,000 visitors to Finlayson Point Provincial Park, 45,000 visitors to Marten River Provincial Park, and approximately 12,000 visitors to Temagami's backcountry park system. When compared to other major Ontario backcountry destinations, Temagami's visitation levels are similar to Lake Superior Provincial Park at approximately 10,000 visitors and exceed several emerging destinations, while remaining below higher-volume destinations such as Killarney, Kawartha Highlands, and Massasauga. This comparison confirms that Temagami holds an established position within Ontario's backcountry tourism market, with clear potential for growth.

Summer campground occupancy at Finlayson Point and Marten River Provincial Parks averages approximately 65 percent during July and August, with consistent weekend peak demand. This pattern indicates strong existing market interest and highlights opportunity to increase mid-week visitation through targeted programming, packaging, and marketing initiatives.

Visitor profile data shows that approximately 62 percent of park users are adults and seniors, while 38 percent are youth and children. This balanced demographic distribution suggests opportunities to further develop family-oriented and multi-generational tourism experiences.

Backcountry access data indicates that the majority of visitors enter through Red Squirrel Road at approximately 40 percent, followed by Mowat Landing at 24 percent. The Temagami Access Road currently accounts for approximately 6 percent of backcountry entry, while 14 percent of visitors arrive through fly-in or remote access points and 16 percent enter through other lake-based access routes. This distribution underscores the strategic importance of access infrastructure improvements currently being advanced through the Mine Landing and Lake Temagami Access initiatives.

Recent visitation trends show annual backcountry use rising to approximately 14,000 visitors in recent years, compared to approximately 8,000 to 12,000 annually between 2010 and 2022. This growth aligns with broader increases in demand for nature-based and experiential travel across Ontario. Collectively, these indicators confirm strong existing tourism demand, sustained growth momentum, and clear opportunity to expand visitation, length of stay, and seasonal distribution within the Temagami region.