

## Tourism Advisory Panel – Request for Funding Application (Tourism Event)



Applicant Information	
Organization	1000 Islands Accommodation Partners
Contact Name	Kathrine Christensen
Title	Executive Director
Address	10 King Street East, Gananoque. Upstairs in the Visitor Centre
Phone #	613 888 0431
Email	kchristensen@1000islandstourism.com
Event Website	www.1000islandstourism.com
Event Information	
Event Name	Travel Media Engagement for 2025
Event Dates	January 15, 2026 to December 31, 2026
Event Organizer Name	Kathrine Christensen and Jennifer Baril
Event Organizer Phone #	613 888 0431
Event Organizer Email	kchristensen@1000islandstourism.com
Funding Amount Requested	\$32770

## Tourism Advisory Panel – Request for Funding Application (Tourism Event) Continued



Please provide a description of event (300 words).

If there is not enough space, please answer the question on a separate page.

Attachment A: Overview of the 1000 Islands Accommodations Partners organization with mission and vision statements. Including board of directors listing

TIAP uses the platform of Travel Media as our chief engagement tool. We are TRAVEL MEDIA

Attend major travel media marketplaces including:

June TMAC, Tourism Media Association of Canada marketplace and meetings with Canadian Journalists and some Caribbean and US Journalists

December CITAP, Canadian International Tourism Asia Pacific meets in Vancouver for a marketplace with Asia Pacific as well as European travel trade and travel media

September: GoMedia is a Destination Canada marketplace for international and national media to meet with Canadian destinations and major attractors

January: International Media Marketplace in New York brings media from the USA and the world to meetings

May: RVC - Rendezvous Canada which is the largest tourism showcase hosted by TIAC and Destination Canada bringing buyers and media from all DC targeted countries.

Year round but usually winter: International Trade delegations with Destination Ontario to Europe and Asia and the USA

On going: Develop collateral for Media in conjunction with our agency of record

On going: Maintain a current robust photo library, video library, and editorial library

On going: Develop FAMs with local partners to showcase the entire offering of attractions, events, accommodations and activities in the whole region including Rideau Canal and any sector partnerships available (cycling, paddling, hiking, culture, arts, culinary)

### Additional Items to be attached to the application:

- List of Board of Directors or Event Organizing Committee including emails and phone numbers
- Full Schedule of Events
- Detailed Event Budget/Financial Plan
- Please provide 2 letters of support from organizations and partners that support the project.
- The Town of Gananoque reserves the right to ask for copies of receipts validating expense claims.

## Tourism Advisory Panel – Request for Funding Application (Tourism Event) Continued



If there is not enough space, please answer the questions below on a separate page.

### 1. Has this event been hosted before? If yes, when and where?

Yes TIAP has been active in the Travel Media sphere since our inception in 2009. We understand the incredible value of having a editorial and content amplified over a multitude of media sources through hosting travel media guests from across the world and in our own backyard.

### 2. Who is your target market/audience?

Our final market is always the consumer but the target of this campaign is the travel writer, the content creators including on line, print, radio, and television products. To involve a diverse variety of products from our province, country and around the world we attend events with both Destination Ontario and Destination Canada to meet new and stay in touch with known media. We partner with the Regional Tourism Organization 9, with the 1000 Islands International Council, with Destination Ontario and Destination Canada and work directly with the Tourism Media Association of Canada (and their provincial chapters in Ontario and Quebec).

### 3. Estimated # of tourists/visitors your event will attract to Gananoque (from 40+km away)

Using travel media individuals as a conduit we engage with millions of viewers with the message that 'the 1000 Islands and Gananoque' are a phenomenal spot for a visit and vacation. Our coverage encompasses the entire year with media persons arriving during every month. This campaign actually is not confined to any calendar year as our media often produce content for months and years after a visit. Radio and television is usually rerun in subsequent years as well as residing on you tube and specific websites indefinitely.

### 4. How and where will the event be advertised/marketed?

This campaign is executed via all the events we will attend and the final metrics will be the quality and quantity of media we bring to the region.



You agree that the information provide in this application is accurate. This is an application for funding and does not guarantee funding approval. Should the TAP and Council approve funding to your event, a funding agreement outlining the details of the funding and any associated recognition will be signed by both the Town of Gananoque and the organization receiving the funding.

Date: October 2, 2025 Title: Executive Director

Name: K Christensen Signature: 

**Completed application (with all requested attachments) to be submitted to:**

Attention: Tourism Advisory Panel

30 King St. East, Gananoque, ON K7G 1E9

Phone: 613-382-2149 ext. 1125

Email: [businesscoordinator@gananoque.ca](mailto:businesscoordinator@gananoque.ca)



## MISSION/VISION

### Mission Statement

Our mission is to enhance Gananoque & the 1000 Islands tourism profile and to increase awareness to create demand for extended visitation and to generate higher receipts on a year round basis.

### Vision Statement

Gananoque and the 1000 Islands is a world famous International destination and that it is also a community with job and wealth abundance that contributes to the quality of life for all its residents.

### PURPOSE

The Thousand Islands Accommodation Partners (TIAP) was formed in 2008 and is now comprised of 10 businesses, both accommodations and attractions.

The overall purpose of the partnership is to market with paid and unpaid content, and to support product development in attractions, entertainment, events.

### Guiding Principles

1. Leader in presenting a consistent brand for the region;
2. Leader in marketing the region;
3. Promote awareness of the 1000 Islands and Gananoque as a world class destination;
4. Encourage new and repeat visitation regionally, provincially, nationally and internationally;
5. Support for major events and attractions in conjunction with the TAP committee;
6. Leverage TIAP resources;
7. Leader in developing partnerships with regional, provincial and national tourism organizations and tourism sectors;
8. Encourage stronger, more unified partnerships between TIAP and the community including Chamber of Commerce, BIA, municipalities, service groups, festivals and events;
9. Implement methods of tracking visitors and visitor spending for future development.



**TIAP Board 2023**

<b>President</b>	<b>Mr. Jeffrey Brown</b>	785 King Street East, Gananoque ON K7G 1H4	<a href="mailto:jeffbrown@ripnet.com">jeffbrown@ripnet.com</a> 613- 541-1453
<b>Vice President</b>	<b>Brett Christopher</b>	9 Charles Street South, Box 72 Gananoque K7G 2T8	613-382-7086 <a href="mailto:brett@1000islandsplayhouse.com">brett@1000islandsplayhouse.com</a>
<b>Director</b>	<b>Mona Patel</b>	550 King Street E Gananoque ON K7G 1H1	<a href="mailto:Hojo1000island@hotmail.com">Hojo1000island@hotmail.com</a> 613 382-3911
<b>Director</b>	<b>Colin Brown</b>	785 King Street East, Gananoque ON K7G 1H4	Comfort Inn
<b>Director</b>	<b>Sean Brown</b>	785 King Street East, Gananoque ON K7G 1H4	Travelodge
<b>Director</b>	<b>Scott Ewertt</b>	110 Kate Street, Gananoque ON K7G 2M5	1000 Islands Kayaking <a href="mailto:scott@1000ikc.com">scott@1000ikc.com</a> 613 328-0366
<b>Director</b>	<b>David Kouri</b>	88 Highway 2, TLT1 ON K7G 2V3	1000 Islands Helicopter <a href="mailto:dave@kouriskopters.com">dave@kouriskopters.com</a> 613-305-1232
<b>Director</b>	<b>Mukesh Patel</b>	550 Stone Street, Gananoque ON K7G 2A8	Gananoque Inn & Spa <a href="mailto:mukesh@gananoqueinn.com">mukesh@gananoqueinn.com</a> <a href="mailto:ashivina@gananoqueinn.com">ashivina@gananoqueinn.com</a> 613-382-2165
<b>Director</b>	<b>Aleem Nizari</b>	846 King Street East, Gananoque ON K7G 1H3	Ramada
<b>Director</b>	<b>Viraj Patel</b>	780 King Street West, Gananoque ON K7G 2H5	The Colonial Resort & Spa
<b>Executive Director</b>	<b>Ms. Kathrine Christensen</b>		<a href="mailto:kchristensen@1000islandstourism.com">kchristensen@1000islandstourism.com</a> 613-888-0431

**Thousand Islands Accommodation Partners Association**  
 10 King Street, East. Gananoque ON K7G 1E6  
 613-888-0431





October 2, 2025

To the Tourism Advisory Panel,

Dear Members of the Tourism Advisory Panel,

On behalf of the Gananoque & 1000 Islands Visitor Centre, I am pleased to extend our full support for the Thousand Islands Accommodations Partners (TIAP) in their request for destination marketing funding for the year 2026.

TIAP has long been a cornerstone in driving overnight visitation and tourism revenue to Gananoque and the 1000 Islands region. Their strategic marketing initiatives have consistently elevated our destination's visibility, broadened our reach into key markets, and ensured that Gananoque remains top-of-mind for travelers seeking unique and memorable experiences. The success of our tourism economy is closely linked to the strong, sustained promotional efforts undertaken by TIAP.

As the Visitor Centre, we directly see the impact of TIAP's campaigns through increased visitor inquiries, higher levels of engagement, and stronger tourism demand across all seasons. Their work not only supports our local accommodations sector but also provides vital benefits to restaurants, retailers, attractions, and cultural organizations throughout our community.

We believe continued investment in destination marketing through TIAP is essential to maintaining and growing Gananoque's competitive edge in the tourism marketplace. For 2026, we look forward to working alongside TIAP and TAP to ensure our region is well-positioned to attract new visitors, support local businesses, and foster sustainable economic growth.

Thank you for your consideration of this important request.

Sincerely,

A handwritten signature in black ink, which appears to read "Jennifer Baril". The signature is fluid and cursive.

Jennifer Baril  
Tourism & Events Development Coordinator





**CANADA'S  
DOCKSIDE  
THEATRE**

October 6<sup>th</sup> 2025

**Letter of Support**

**Thousand Islands Accommodation Partners**

To whom it may concern,

Thank you for your consideration of the Thousand Islands Accommodation Partners' application. As a member of TIAP, and one of the largest tourism drivers in Eastern Ontario, the Playhouse is always supportive of TIAP's efforts to promote tourism businesses in this region through various marketing and media opportunities.

In Gananoque (population 5,383), the local economy is very reliant on the tourism season, and TIAP's work to bring travel media representatives and promote the region are vital to the ongoing fiscal health of the town. Developing robust plans for attracting more attention to the various tourism businesses and program offerings in the area are crucial to the entire region, and the Playhouse is always eager to support TIAP's efforts by promoting the region in communications, offering tickets packages for visiting media members, and assisting with dynamic images from productions to bolster branding and marketing opportunities.

Thank you for your consideration and for your support of tourism in our region.

Best regards,

**Jeremy Settle (he/him)** | Development Manager  
Phone: 613-382-7086 ex. 106  
jeremy@1000islandsplayhouse.com

**Thousand Islands Playhouse**  
185 South Street, Gananoque  
www.1000islandsplayhouse.com

**Thousand Islands Playhouse**

Managing Artistic Director, Brett Christopher  
185 South St. Gananoque ON K7G 1A1  
Admin: 613-382-7086 Box Office: 613-382-7020  
**1000ISLANDSPLAYHOUSE.COM**