



# Sporting Goods, & Outdoors Hobby Stores

Natural ecosystems thrive in this area, and attract thousands of tourists every year in search of experiential tourism related to boating, hunting, hiking, cycling, scuba, fishing/angling (niches to the area), ice fishing, birding and camping. Retailers of merchandise and clothing associated to these sports are in shortage in the region.

## 2017 Average Hourly wage in Leeds and Thousand Islands and Gananoque



Retail Sales.....	\$15
Cashiers .....	\$15
Operators and attendants in amusement, recreation and sport.....	\$15
Other repairers and services.....	\$20.05

## INDUSTRY OPPORTUNITIES



- Increased demand from health-conscious individuals of all ages
- Main competitor in the region, Canadian Tire, competes on the basis of price
- Opportunity for high end sporting goods and specialized sporting goods stores

### Residents within a 30 minute drive

### Local Networks

### Local Advantage



#### Degrees Earned

1,400 Parks; recreation leisure and fitness studies

12,855 Business; management; marketing and support



- 24 inland lakes and streams
- A wide variety of sport fish species in diverse aquatic habitats including protected bays, piers/docks, deep water, islands and shoals



One retail store serving hunting equipment, live bait, seasonal clothing, camping gear, and boat rentals in the area

All other sporting needs are met by Canadian Tire



#### Quality of Life

- Affordable housing
- Waterfront access
- Countless outdoor & water activities
- 1000 islands to explore
- No rush hour traffic
- Extensive community resources

#### World Class Outdoors Experience:

- UNESCO Rideau Canal
- 1000 Islands
- Frontenac Arch Biosphere Reserve,
- 1000 Islands Parkway
- St. Lawrence River
- Charleston Lake Provincial Park
- Thousand Islands National Park

500,000+ tourists annually



## TOP SUCCESS FACTORS FOR A BUSINESS

- Inventory of goods currently favoured by the market
- Management of seasonal inventory
- Attractive product presentation

## CONTACT US:

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