

BUSINESS OPPORTUNITY MARKET OF MORE THAN ONE MILLION TOURISTS

INDUSTRY: ACCOMMODATION
**KEYWORDS: ACCOMMODATION,
HOTEL, INN, TOURISM, SPA, HEALTH
CENTRE, CULTURE, THEATRE**

WHY?

A summary analysis of market data indicates that there is a shortage of overnight accommodations in the Acton region. Therefore, there is an opportunity to establish a mid-range hotel with approximately 15 rooms. Several very promising sites are available.

THE OPPORTUNITY:

Local market (events and direct tourism): 130,000 people

Peripheral market (events): more than 900,000 people

Potential market for products and related services

THE TARGET:

Corporate real estate investors

Private real estate investors

WHEN?

85% of the potential is in the summer period, from June to September

More than 10% of the market potential is in the winter

HOW MANY PEOPLE?

People come to the region for various reasons, including to attend a performance at the internationally renowned Théâtre de la Dame de cœur, or to play a round of golf at the Club de Golf Acton Vale. The golf club's reputation attracts large corporate tournaments (about 120 tournaments per year) held by organizations from all over.

The region's current offering consists of bed and breakfasts (1), motels (3), and inns (1) scattered throughout the RCM. None of these lodgings offers accommodation, food

and complementary services, such as those offered by some health and relaxation centres, all at once.

The three regional city centres nearby host many important tourist and sporting events such as the Salon de l'agriculture in St-Hyacinthe, the Mondial des cultures in Drummondville, and Granby Zoo, which would benefit accommodations in Acton.

In order to reduce implementation costs and to further enhance the offer to customers, some services could be offered in collaboration with established businesses in the region.

EVENT ATTENDANCE		MAIN PERIOD
Théâtre de la dame de cœur	26776	Summer
Golf club	32000	Summer
Hockey tournaments	6000	Hiver
Agri-food fair	12000	July
Show de la rentrée	17500	August
Sunflower event	2000	July-August
Bicycle tourism	30000	Summer
Other local activities	5000	
Total marché local	131276	
Granby Zoo	520000	Summer
Business tourism	3000	
Grand-prix Ski-Doo, Valcourt	12000	February
Mondial des cultures, Drummondville	260000	July
Expo-champs, St-Liboire	11000	September
Salon de l'agriculture, St-Hyacinthe	190000	January
Other	20000	
Total peripheral market	1016000	
GRAND TOTAL	1147276	

WHERE?

In 2009, the Acton region began significant work to develop its cultural and tourism sectors. Substantial investments are expected in various aspects of tourism to position the Acton region as a prime destination for cultural and adventure tourism by 2013.



**FOR MORE DETAILS ON THIS BUSINESS OPPORTUNITY,
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The Acton region, located an hour or less from the Montréal, Trois-Rivières and Sherbrooke markets, is a highly agricultural and industrial area whose main economic development centres are on the agri-food and metal and polymer processing sectors.