

TOURISM INSIGHTS

FALL 2025

INTRODUCTION

Sioux Narrows – Nestor Falls is filled with tourists and seasonal guests from the months of May to September. The township buzzes with guests from all over the world. There is importance in determining a general demographic of who exactly is visiting the area, as well as how they spend their time in SNNF. Collecting this data creates opportunity to strengthen tourism in the community, as well as to develop new ideas for further development.

METHODS

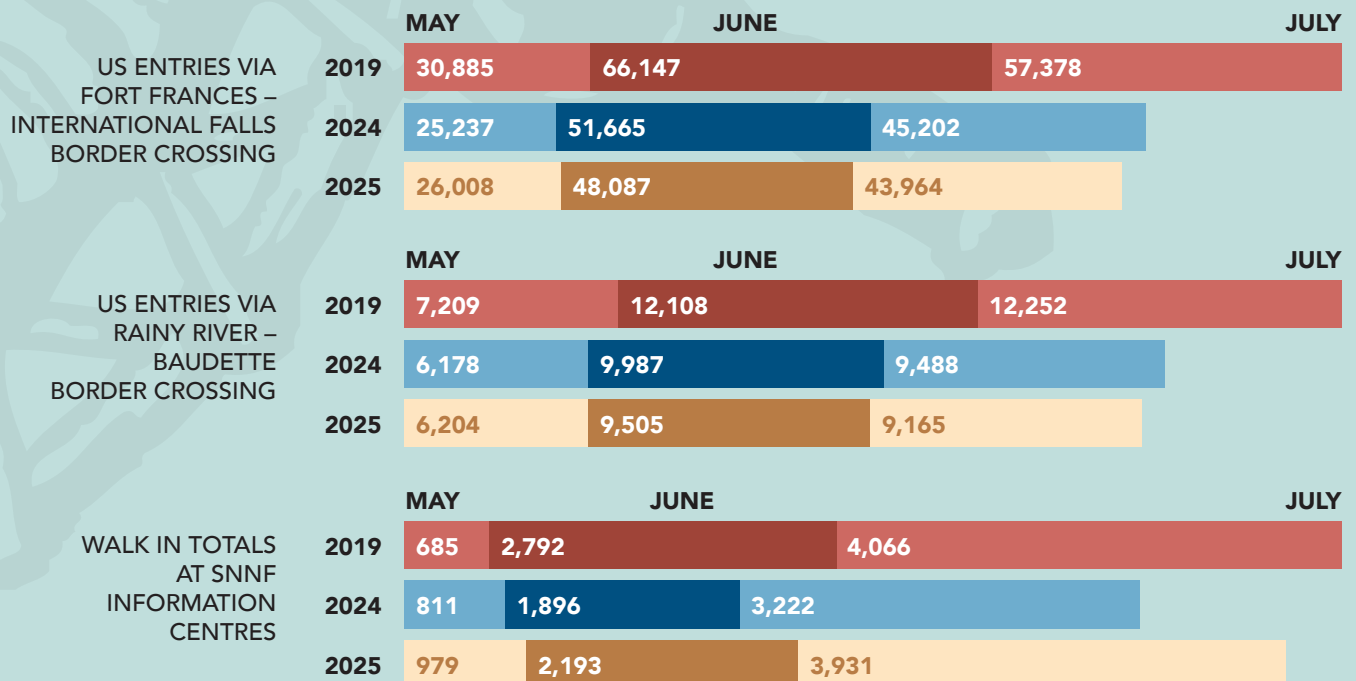
Data has been collected over the past five months to gather a strong sense of who is visiting SNNF, and how they are spending their time in the area. The process of collecting this data included analyzing border crossing statistics, comparing visitor statistics from previous years, collecting visitor information from the two tourist information centers in the area (Nestor Falls Information Center, Northern Ontario Sportfishing Centre), tracking attendance at community events, monitoring who is using the trail system, and sending out a survey to the local business community.

RESULTS

The data collected has provided an insightful profile of tourism in SNNF for the summer season of 2025.

VISITOR TRENDS – BORDER CROSSING STATISTICS

Sioux Narrows – Nestor Falls is a popular tourist destination enjoyed by guests from all over the world. Of the many tourists visiting the area, tourism from American guests is frequent as there are two border crossings near the area, making it as short as a day's drive for some. Access to border crossing statistics from Statistics Canada, provides an idea of how many American guests are coming to the area. This data can then be compared to visitor information to determine where visitation numbers should be.



Statistics Canada. Table 24-10-0053-01 International travelers entering or returning to Canada, by type of transportation and traveler type

Once guests arrive in the area, travelers' during the months of May to September are likely to stop at one of the tourist information centers in Sioux Narrows – Nestor Falls on their journey.



TOURISM

The two tourist information centers in the community keep track of how many people walk through their doors, providing an idea of traffic flow in the area.

Total Walk Ins Visitor Centers May 15th-September 15th, 2025:

11,689 people

Nestor Falls Information Center:

2,704 people

Northern Ontario Sportfishing Centre:

8,985 people

The staff at both centers encourage guests to sign a visitor register when entering the building, which includes writing down where guests are coming from.

The total amount of registers completed from May 15th – September 15th, 2025, by Canadian Visitors, resulted in 638 visitors identified.

Nestor Falls Information Centre:

286 Canadian visitors identified

Northern Ontario Sportfishing Centre:

342 Canadian visitors identified

Top 5 Provinces (SN)

1. Manitoba: 37%
2. Ontario: 37%
3. Alberta: 9%
4. Quebec: 7%
5. British Columbia: 5%

Top 5 Provinces (SN)

1. Ontario: 72%
2. Manitoba: 21%
3. Alberta: 4%
4. Saskatchewan: 2%
5. British Columbia: 1%

The total amount of registers completed from May 15th – September 15th, 2025, by American Visitors, resulted in 346 visitors identified.

Nestor Falls Information Centre:

169 American visitors identified

Northern Ontario Sportfishing Centre:

177 American visitors identified

Top 5 States (SN)

1. Minnesota: 22%
2. Wisconsin: 12%
3. Texas: 10%
4. Illinois: 9%
5. Iowa: 6%

Top 5 States (SN)

1. Minnesota: 32%
2. Illinois: 11%
3. Wisconsin: 10%
4. Iowa: 8%
5. Missouri: 6%

The walk-in totals and the visitor register provide valuable data regarding who is visiting SNMF. The centers are a popular travel stop for tourists staying in the community, as well as those passing through. Due to the frequent traffic, the centers provide information regarding community events, and fill guests in on what there is to do in the community.

EVENTS

The 2025 season presented a variety of events intended to engage and connect the community.



FARMERS MARKETS

Farmers Markets: The Township of SNNF hosted eight farmers markets between the months of June to September. Located in the 4 Season Recreation Facility, the community of SNNF was brought together to enjoy biweekly market days. These markets were highly attended, making it a highlight of the summer events for many.

- June 24 Market: 115 people
- June 30 Market: 200 people
- July 8 Market: 197 people
- July 22 Market: 300 people
- August 5 Market: 201 people
- August 19 Market: 173 people
- September 2 Market: 90 people
- September 16 Market: 65 people



CONCERTS

The Sioux Narrows Summer Musicfest consisted of three concerts at the Northern Ontario Sportfishing Centre. This season marked the Third Annual Summer music festival presented by TrypTych Concert and Opera. The community gathered for these concerts for live music, vibrant energy and lasting memories.

- June 25 concert: 63 people
- July 23 concert: 100 people
- August 27 concert: 60 people



KIDS COMMUNITY EVENTS

Several community events this season were provided for youth participants. From youth workshops to fishing events, youth in the community were provided the opportunity to participate in educational and fun activities. Many of the youth events this season reached maximum capacity, providing the community with verification of the need to expand youth programming in the future.

- July 9th-11th Kids Fish For Fun: 14 Maximum Participants, 13 Registered
- July 24th Youth Nature Workshop: 14 Maximum Participants, 14 Registered
- July 31st Youth Nature Workshop: 20 Maximum Participants, 18 Registered
- August 7th Youth Nature Workshop: 14 Maximum Participants, 12 Registered
- September 7th Kids Fishing Derby: 20 Maximum Participants, 20 Registered with a waitlist

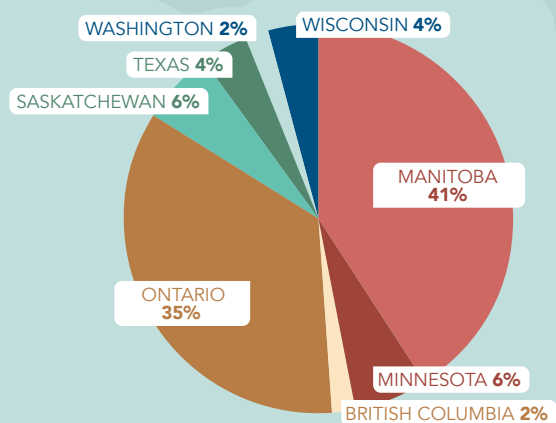


TRAILS

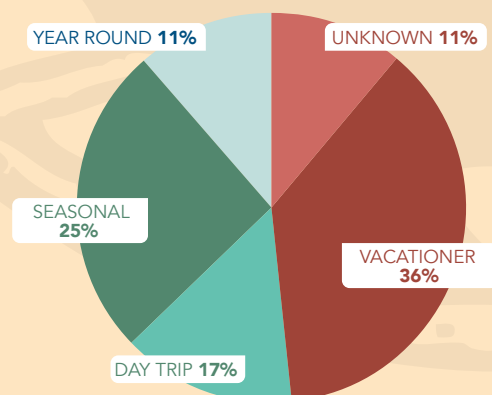
To provide another reason for tourists to spend time in SNNF, the Township has implemented resources and time into developing and improving the trail systems in the community. The trails provide an opportunity to bring tourists into the community. This season, after observation and interview, there is data to support that the trails have attracted a wide variety of people into the community. This season has highlighted three different types of trail users.

- Guests from the Northwestern Ontario Region, escaping away to spend time in the forest.
- Seasonal and year-round residents, engaging in outdoor activity and exploration.
- Vacationers, when guests are not on the water, and they want something else to do in the area, hiking and biking is another option to enjoy the outdoors.

WHERE TRAIL USERS ARE FROM



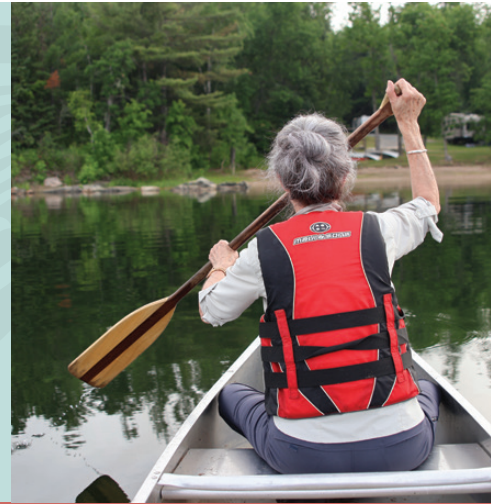
TRAIL USER RESIDENT STATUS



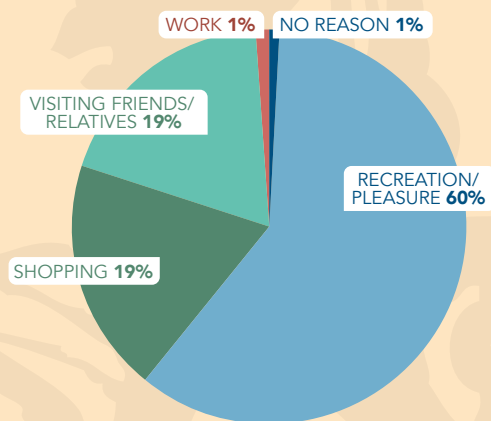
VISITOR SURVEY HIGHLIGHTS

The 2025 SNNF visitor survey served to update visitor characteristics and provide insights into how visitors are spending their time in SNNF.

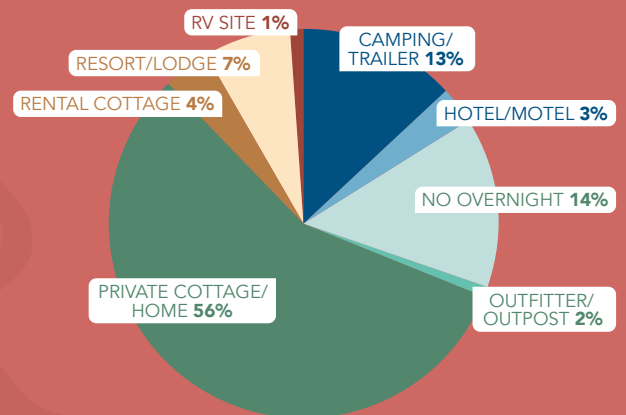
- Average Group Size: **3.4 PEOPLE**
- Mode of Travel: **CAR DOMINATES**
- Most Prevalent Length of Stay: **3-7 DAYS**



TRIP PURPOSE TO SNNF



TRIP ACCOMMODATION



SIGNATURE SUMMER EVENTS

Sioux Narrows – Nestor Falls is home to two annual summer events that unite the community.



ARTS FESTIVAL

2025 marked the 64th annual Arts Festival in Sioux Narrows. This two-day event consisted of 50 vendors, with attendance of nearly 2,000 people. To attract attendees to the community, and to explore the local businesses, the Northern Ontario Sportfishing Centre hosted afternoon events alongside the Arts Festival to encourage tourists to make a day out of it and wander around town. The two-day event creates a lively atmosphere in the community with all the local businesses thriving. Guests from all over the region make yearly plans to spend time in the community on the Arts Festival weekend.

August 2nd Day 1 Arts Festival: 1,149 people
August 3rd Day 2 Arts Festival: 741 people
August 2nd Concert at NOSFC: 128 people
August 3rd Magician Performance at NOSFC: 71 people

MOOSE N FIDDLE

Following the busy weekend of the Arts Festival, later in August brings the crowd pleaser – the Moose n Fiddle Music Festival. The Moose n Fiddle Music Festival is a two-day outdoor live music festival, featuring a variety of food vendors, an artisan village, music, and a relaxed family friendly atmosphere. Attendance at this year's festival consisted of an audience of attendees from near and far.

- 60% of attendees were from Ontario
- 28% of attendees were from Manitoba
- 11% of attendees were from the United States
- 1% of attendees were from British Columbia

LOCAL BUSINESS SURVEY

Sioux Narrows - Nestor Falls provides tourists with a variety of local businesses to explore. Local businesses are an important component in tourist retention. Supporting existing businesses will allow them to provide the level of service and products that will have tourists coming back. Due to the value of the local businesses, a survey was conducted and sent out during the last week of August to recognize their perspective.

Key Data:

- 75% of respondents have increased sales since 2019
- 50% of respondents have increased sales since 2024

DISCUSSION

The overall goal of this study is to develop a visitor profile for the Township of Sioux-Narrows Nestor Falls, gain an understanding of the importance of events in the community, and present a perspective of the community as a whole. The evidence has determined that the community is progressing in many different areas, all contributing to increased tourism and economic development.

Full Report To Come.

GET IN TOUCH

The Township of Sioux Narrows-Nestor Falls has adopted a number of plans and strategies that help to move our community forward. All of these plans and strategies including the Community Economic Development Plan, Highway Corridor re-development plan and others can be found under the Town Hall (community profile) tab on our website: snnf.ca

For questions or further inquiries specific to Community Development please contact:
Brooke Hatfield, Community Programmer at bhatfield@snnf.ca



*Sioux Narrows
Nestor Falls*