

# Cavan-Monaghan-Millbrook Sustainable Development Project: An Agri- Ecotourism Assessment

## Background

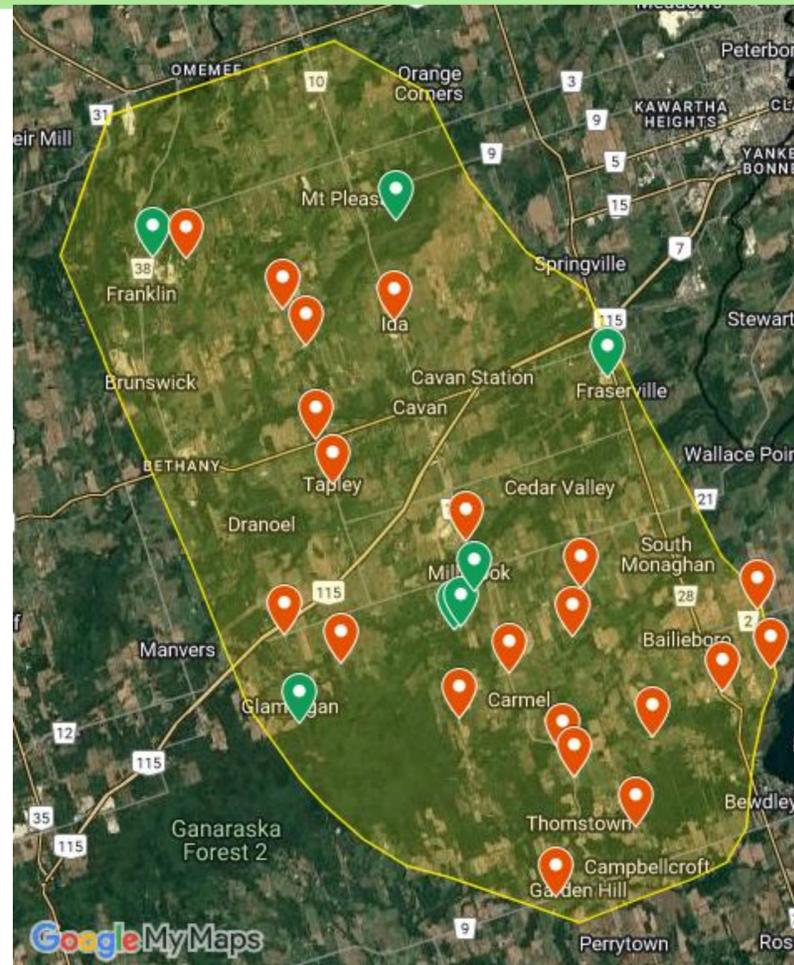
Agritourism and ecotourism are emerging forms of tourism focused on local agriculture and the natural environment. They have gained significant traction in recent years, as travellers seek more sustainable and immersive experiences which support local economies and better connect them to their destinations.

## Purpose

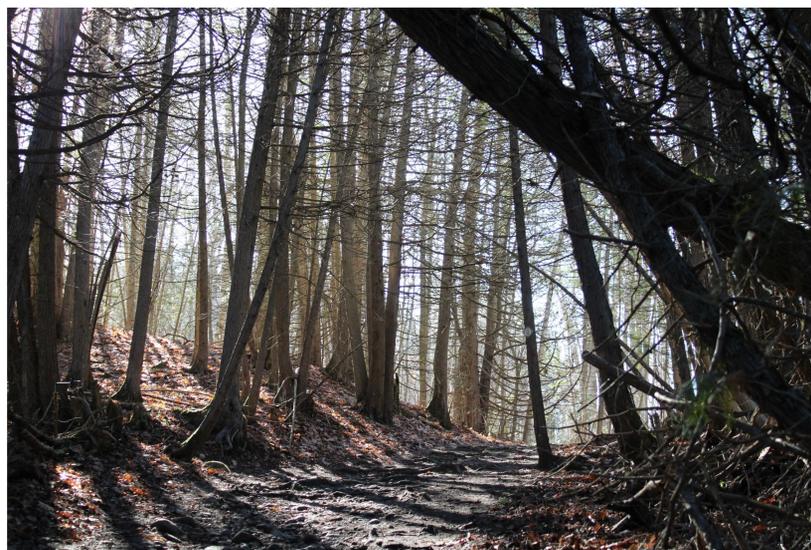
- Create a detailed list of existing agri-ecotourism events and attractions in Cavan Monaghan Township.
- Explore opportunities and impacts of agri-ecotourism as a first step in creating a larger local collective.
- Foster growing interest in agri-ecotourism and environmental educational opportunities.
- Help market and promote agricultural experiences.

## Research Methods

- Visits to the area and walking trails.
- Informal interviews.
- Extensive primary research using google maps, Peterborough County tourism and Cavan-Monaghan township tourism resources to complete literature review.



Top: Study Area Map. Bottom: Millbrook Trails



## Key Findings

- Although numerous agritourism destinations in the Cavan-Monaghan township exist, there is minimal existing information, outreach, and advertisement.
- The 4<sup>th</sup> Line Theatre is an excellent example of an ecotourism establishment bringing tourists and money into the community- \$2.5 million in 2023.
- 6 ecotourism attractions (green in map) and 21 agritourism attractions (orange in map) were confirmed.
- A case study on Niagara Region tourism revealed numerous outreach strategies applicable to Cavan-Monaghan.

## Next Steps

- To better coordinate outreach strategies and increase visitor numbers, it would be beneficial to create a collective organization made of those directly involved in the eco-agritourism landscape.
- A question for future research: What methods can be used to accurately determine visitor numbers and demographics, and how can this data inform the development of tourism infrastructure and outreach?

Student: Maxim Tandon, 2024-2025  
Host Supervisor: Barb Heidenreich  
TCRC Coordinator: Matthew Walmsley



GEOG 4830  
Faculty Supervisor: Dr. Roger Picton,  
School of the Environment