



Doors Open Rideau Lakes

August 16 and 17 ~ Post event wrap up

STONEBRIDGE
QUILTERS

Doors Open Rideau Lakes took place for the first time in 8 years across the township!

- ❖ Chaffey's Lock Community Hall
- ❖ Chaffey's Lockmaster's House
- ❖ Emmanuel Heritage Centre
- ❖ Foley Mountain Conservation Area
- ❖ McKinney House
- ❖ Morton Hall
- ❖ Newboro Blockhouse
- ❖ Newboro Library Branch, RLPL
- ❖ Newboro Manor
- ❖ Old Stone Mill, Delta
- ❖ Old Town Hall, Delta
- ❖ Original Lockmaster's House
- ❖ Philippsville Baptist Church
- ❖ QUBS
- ❖ Red Brick School
- ❖ Samuel Poole House
- ❖ St. Mary's Anglican Church
- ❖ The Tipped Ship
- ❖ Wood Mausoleum



Visitor numbers Doors Open Rideau Lakes 2025

- The event drew more than 3,000 visits to the sites over two days.
- The top attended sites were the Newboro Manor and Newboro Blockhouse at 500!
- Both mornings and afternoons seemed to be busy across the board, but generally mornings won out for attendance (weather could be factor).





Where are visitors from?

We included guest books at each site so we could understand where people were travelling from. The results were interesting!

- Toronto
- Missouri
- Japan
- Merrickville
- Buffalo, NY
- Carleton Place
- Perth
- Ottawa
- Kingston
- Russell
- Peterborough
- Calabogie
- Burlington
- Amherstview
- Toronto
- Gatineau
- Brockville
- Trenton
- Dubai
- Lombardy
- Owen Sound
- Smiths Falls
- Florida
- South Frontenac
- Petawawa
- Harrowsmith
- Bracebridge
- California
- Stittsville
- Montreal
- Nepean
- Tweed
- ...and all parts of Rideau Lakes!



What visitors had to say:

- "Great stories! Beautiful restoration and magnificent accomplishment!" - Philipsville Baptist Church
- "Thanks to Rideau Lakes for opening your doors – wonderful to share." - Newboro Library Branch, RLPL
- "Didn't know this existed; fascinating!" - Wood Mausoleum & Cemetery
- "The trail was amazing as was our guide!" - Morton Community Hall

Publicity pieces

Press releases

Doors Open Ontario Website

Rideau Lakes local website

Free press: blogs, articles, mentions

Event calendars.

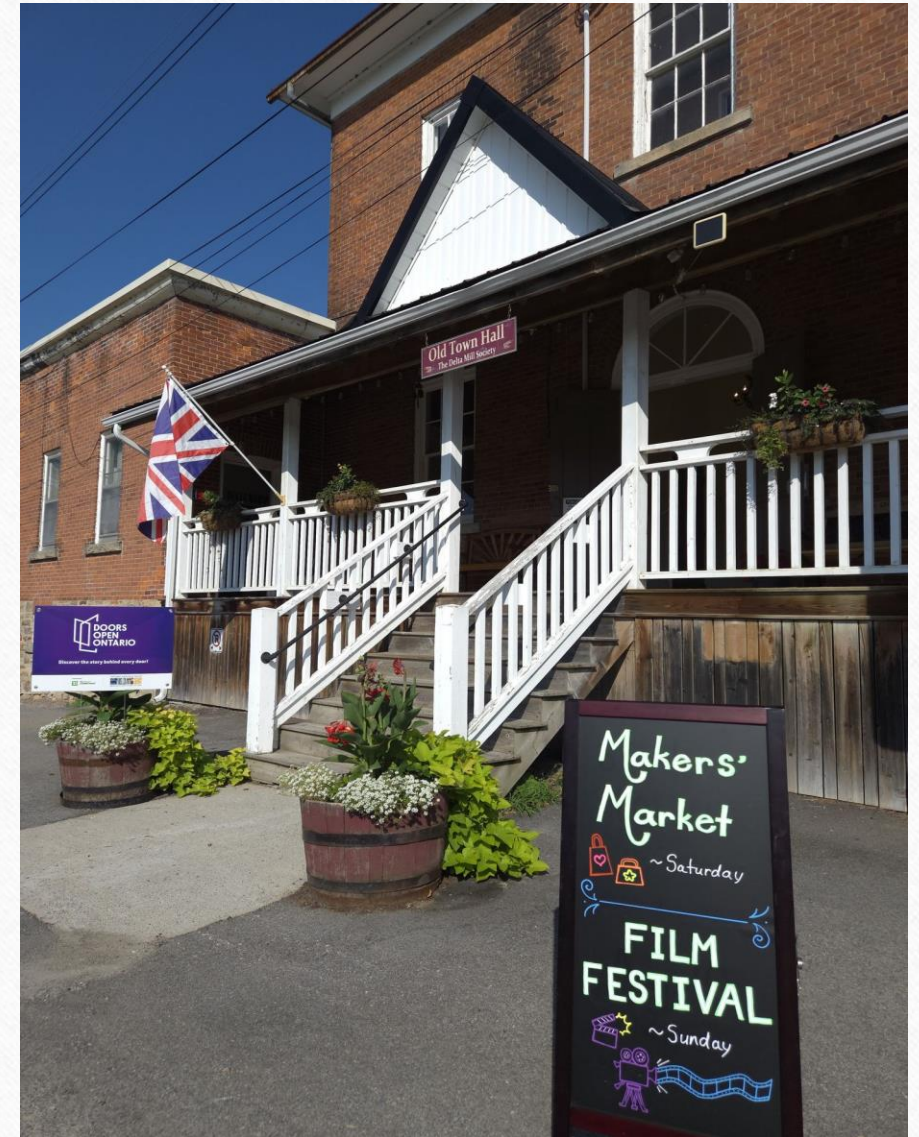
Social media – Doors Open Ontario

Social media – Experience Rideau Lakes

Brochures

Itinerary

Press coverage



Doors Open Ontario Webpage Statistics: Rideau Lakes

- This is looking at visitation and usage at doorsopenontario.on.ca/rideaulakes
- Total visits for the DOO website (April 1 to August 19): **312,976** (up 2% from the same time period last year)
- Total page views for the DOO website: **945,611** (up 19.7% from the same time period last year)
- Average page views per visit: 3 pages per visit (up from 2 last year at this time; keep in mind that a person can visit a website and that's counted as one visit but they may look at many pages during that visit, which accounts for the higher page views) *Total Rideau Lakes page views: **13,521***
- Most popular pages for the DOO site: the Home page, the Events page, the Toronto event page, the Hamilton event page and the Along the Grand event page (*The Rideau Lakes event page was #22 ... out of nearly 3,500 viewed pages; this is excellent placement!*)
- Most popular sites for Doors Open Rideau Lakes: Old Stone Mill, Newboro Manor, McKinney House, Wood Mausoleum and The Tipped Ship. (The Old Stone Mill comprised 4.5% of all your website visitation.)
- Rideau Lakes event was performing along the lines of more urban communities (e.g., Cornwall, Burlington, St. Mary's), so considered a great success on the DOO website!



Experience Rideau Lakes Doors Open Insights

Total views in the last 28 days surrounding Doors Open total 164,150 views. That's a 195% increase in views on Experience Rideau Lakes socials compared to the previous time period! People responded the most to links and photos.

During the last month, we posted 45 posts regarding Doors Open Rideau Lakes, designing individual graphics for each site and posting them on Facebook and Instagram, as well as to our story. We also shared any extra activities at sites that were posted, flyers and even event photos.

Extras to support sites

- Ted and Marion Outerbridge talks at Wood Mausoleum
- Wood Mausoleum and Cemetery handout
- St. Mary's Anglican Church Top 10 Facts to know about St. Mary's
- Coordinate using Allison's films on USB for accessibility during Delta showcase
- Colouring pages Red Brick School
- Elgin Heritage Walking Tour
- Photographer for event





Visitor Survey Highlights

The majority of visitors were attending 4 to 9 sites throughout the weekend, mostly in groups of 2.

Most respondents heard about Doors Open Rideau Lakes through the website, social media and the brochure.

They are very likely to recommend the experience.

On average they will spend \$50 to \$100 in the community (on food and beverages or shopping).



Suggestions for next time

- Bigger brochure to include a community map and "extras" as the Doors Open Ontario website does not accommodate.
- Make a host checklist of things to remember for both planning and the event itself.
- Get brochures out at least three months in advance.
- Create a dedicated Doors Open Rideau Lakes Facebook page to make it easier for people to refer to the posts.
- Ensure sites are in clusters (which we did this time, but to a greater extent).
- More directional event signage on the day of (reusing Doors Open signs from previous years!) - heftier wickets.

Thank you to MHAC and all of the site hosts!

