

Lanark County Tourism releases updated Maple Routes map

Thanks to the combined efforts of municipal and tourism partners, Lanark County's tourism department is pleased to announce the release of the Maple Routes Map, updated for 2018.

Much more than just a map, Maple Routes is a document that is relevant for both visitors and residents in Lanark County. The updated map builds on the foundation laid by the first Maple Routes map, which was released in 2013.

As an easy-to-use resource, the map uses colour-coded icons to identify museums, key recreational features and other tourism assets. Biking routes, driving tours, hiking trails, golfing, skiing, boat launches, scenic lookouts and more are identified.

Users are invited to explore one of the five scenic Maple Byway Tours that traverse Lanark County, while enjoying recreational opportunities and maple-inspired experiences and destinations along the way. Lanark County businesses and industries that include a maple theme or element are also highlighted.

"It's no coincidence the maple theme is so prevalent in Lanark County," Tourism Manager Marie White explained. "As the Maple Syrup Capital of Ontario, maple syrup is intertwined with our county's culture. Identifying and highlighting those tourism experiences that include a maple element is important for visitors."

The Lanark County map has been brought up to date for 2018, with several new additions, including valuable information relating to the maple syrup industry in Ontario. Reference to new syrup grades, which were recently updated by federal and provincial legislation, offers guidance for visitors interested in purchasing Lanark County maple syrup.

"Visitors are looking for information to guide them in their maple journey," White said, "and we're happy to be able to include the new grading standards in the updated map."

The Maple Trail, which appeared in the 2013 version, highlights seasonal maple sugarbushes and camps in Lanark County. The addition of an interactive Maple Adventure section highlights the locations in Lanark County where local maple products and maple experiences can be found year-round.

In total, the map identifies more than 35 maple-inspired businesses and attractions in Lanark County.

"Maple syrup isn't just about visiting a local sugar bush in the spring, it's a year-round experience here," White said. "We're thrilled to be able to highlight the many Lanark County businesses that have embraced the maple theme."

Updating the road map with new roads and subdivisions was a lengthy project that involved the support and contribution from municipal partners, including the municipalities of Beckwith, Carleton Place, Drummond/North Elmsley, Lanark Highlands, Mississippi Mills, Montague, Perth and Tay Valley.

“I’m so grateful for the assistance and contributions from my municipal partners,” White said. “This map is a product of the combined efforts of the county as a whole.”

The free map is available from the Lanark County Tourism office. Please call 1-888-452-6275 to request your copy. It is also available online at <http://lanarkcountytourism.com/free-brochures/>

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Link to photo of Map cover:

https://www.dropbox.com/s/tsijlhr3sfpj6sl/Final%20Cover_image_maple%20routes%20map%202017.jpg?dl=0

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