



## **Tourism Priorities for 2009-2010**

### **Research & Communications**

- 1) Survey tourism operators on two subject areas
  - a) Broadband infrastructure & online booking
  - b) Broadband applications – ie. Social and new media.
- 2) Attend 3<sup>rd</sup> annual NS Tourism Research Symposium
- 3) To provide a monthly tourism newsletter to tourism operators with highlights of the month
- 4) To provide an annual report on the Tourism Stats for Victoria County
- 5) To maintain and update weekly the Victoria County Tourism Resource Centre website - <http://www.tourismvc.com> featuring Atlantic Canada & National Tourism News, International Tourism news, Technology news and Tourism Calendar of Events
- 6) To post articles of interest for tourism industry on TourismVC Blog – <http://tourismvc.wordpress.com> utilizing new media from time to time ie. Podcasts, videos
- 7) Complete GPS and Mapping project
- 8) Renew membership with Canadian Chapter of Travel and Tourism Research Association and keep up-to-date with latest tourism research and studies

### **Marketing and Partnering**

- 1) To partner with Celtic Tourism Partnership Marketing Co-op and track results
- 2) To partner with Celtic Colours International Festival and track results
- 3) To assist BABTA and Northern Cape Breton Development Society ( Top of the Island) with Doers and Dreamers Guide
- 4) To re-design Visit Victoria County and add new features – experiences, trip itineraries, interactive maps, and add social media. Measure and track results
- 5) To partner with Destination Cape Breton Association and the new Cape Breton Island Tourism Marketing Strategy
- 6) To providing 50/50 cost sharing funding assistance to community tourism groups for brochures/maps and websites

### **Product Development – Tourism Destination areas**

- 1) To partner with Ingonish Tourism Steering Committee, a sub committee of Ingonish Development Society with signage, marketing, communications and website project.
- 2) To partner with BABTA on branding, marketing co-ops, and website
- 3) To partner with Northern Cape Breton Development Society with On-line Marketing and websites project.
- 4) To partner with CTWA on signage project
- 5) To provide a capital project funding assistance program to assist local tourism groups with capital projects and leverage funding from other partners.

### **Training and Conference**

- 1) To host the an annual Victoria County Tourism conference focusing on experiences, cultural tourism, online marketing including social media.
- 2) To host workshops
- 3) To developing training videos and podcasts for tourism industry