



Tourism, Culture and Heritage

TOURISM FACTS FLASH

Visit www.gov.ns.ca/tch for ongoing Nova Scotia Department of Tourism, Culture & Heritage updates. For up-to-date information on what's happening in Nova Scotia, visit Nova Scotia's Official Tourism website at www.novascotia.com. If you have comments on FACTS FLASH, or a submission for consideration, please email factsflash@gov.ns.ca.

Week of April 27, 2009

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2009 Product Development Day – Secrets to Travel Packaging Success

This year's Product Development Day event with the theme "Secrets to Travel Packaging Success" is scheduled for April 29, 2009 at the Museum of Industry in Stellarton, Nova Scotia. You can find more information and register online at www.gov.ns.ca/tch under the "What's New" section. If you have any questions, please contact Jennifer MacIntyre at (902) 424-4646 or by e-mail at macintjen@gov.ns.ca

Tourism Research Forum – April 28, 2009

Are you interested in research that will give you competitive and up-to-date insights on tourism during challenging economic times? The Tourism Division of the Nova Scotia Department of Tourism, Culture and Heritage is pleased to offer the 3rd Annual Tourism Research Forum free of charge. The forum will provide industry partners with opportunities to obtain the latest information from the department, share ideas and learn about best practices. The program will begin at 11:00 am and continue until 4:00 pm at the Museum of Industry in Stellarton, Nova Scotia. The day will include a buffet-style networking lunch at 12:30 pm.

Topics will include:

- Competitive Assessment
- 2009 Outlook
- Explorer Quotient (a value-based segmentation tool)
- Opportunities in the Nova Scotia Market
- Economic Impact Update
- Visitor Exit Survey and other research initiatives and updates
- Research Best Practices: Tracking Online Marketing Programs

Operators, associations, development agencies, community groups and others involved in tourism will find the afternoon useful for planning and decision-making. The forum will enable industry partners to examine and identify possible opportunities. The session also offers opportunities for input into future research initiatives.

For further information you may contact Olivia Ross on telephone (902) 424-7299 or email rossoj@gov.ns.ca. To register, please use our on-line registration form at www.gov.ns.ca/tch/research_forum.asp.

Creative Nova Scotia Awards Gala and Conference 2009

Members of the arts and culture community are asked to mark their calendars for the fourth annual Creative Nova Scotia Awards Gala and Conference to be held in Yarmouth on Oct. 24, 2009.

After holding successful Creative Nova Scotia Awards Galas and Conferences in Eastern Nova Scotia, Cape Breton and Halifax, the Nova Scotia Arts and Culture Partnership Council (NSACPC) is providing the opportunity for a community in Western Nova Scotia to host the 4th annual edition of the event in fall 2009.

The conference provides an excellent learning and networking opportunity, while the Awards Gala encourages and celebrates the pursuit of excellence by Nova Scotia artists.

More information on the fourth annual Creative Nova Scotia Awards Gala and Conference will be made available during the coming months. Updates will also be posted on the partnership council's website at www.nsacpc.com

Let's Talk: Tourism Business Forum

The Department of Tourism, Culture and Heritage in partnership with the Regional Tourism Industry Associations and Destination Halifax are inviting industry members from across the province to participate in the spring series of Let's Talk: Tourism Business Forum.

These industry engagement sessions will focus on bringing together organizations and individuals involved in the promotion and development of Nova Scotia's tourism industry. These interactive sessions will feature product development and marketing initiatives with a focus on the development and delivery of quality Nova Scotia products and experiences. These sessions are open to all members of the industry, free of charge and we encourage you to attend.

Please mark your calendars for the following dates, times and locations:

May 7	2:00PM – 5:00PM	Municipality of Digby Administration Building, Digby 12548 Hwy 217, Seabrook
May 8	9:00AM – 12:00 PM	White Point Beach Resort, White Point Hwy 103, exit 20 or 20A to Rte. 3
May 14	9:00AM – 12:00PM	Glooscap Heritage Centre, Millbrook Hwy 102, exit 13A
May 15	9:00AM – 12:00PM	St. Ann's Gaelic College, St. Ann, Cape Breton Hwy 105, exit 11
May 21	1:00PM – 4:00PM	Halifax (Location to be Determined)

Come and meet the senior management team from the Tourism division who are working on your behalf to market and develop tourism in Nova Scotia. We look forward to hearing your insights and sharing thoughts on tourism.

Please find further details and registration information under "What's New" online at www.gov.ns.ca/tch/. You may also print and complete a pdf version of the registration form and fax it to 902-424-2668 attention: Ms. Tammie Webber.

Upcoming Event at the Maritime Museum of the Atlantic, April 2009

Tuesday, April 28, at 7:30 pm

Book Launch: "Nova Scotia" by Len Wagg

Join photographer Len Wagg for the launch of his latest book Nova Scotia, a series of images that capture the beauty of this province. The launch will include special presentation by Len, detailing the images his treasures most from the book.

A Chronicle Herald photographer since 1984, Len has covered a varied selection of assignments the world over and his photographs have appeared in such publications as the New York Times, Time Magazine, and Maclean's. He is also the author of Wild Nova Scotia, which received the Mayor's Award for Excellence in Book Illustration in 2008. This talk is presented in collaboration with Nimbus Publishing.

2009/10 Tour Operator Partnership Program

Submissions for support through the Nova Scotia Tour Operator Partnership Program are now being accepted. Applicants are encouraged to contact staff of the Sales and Partnership section of the Department prior to submitting an application to discuss project ideas and how they align with the priorities identified in the 2009 Tourism Plan. For further information including eligibility criteria and funding guidelines, please contact Cindy Wade at cwade@gov.ns.ca or 902-424-4676.

2009 Festivals and Events Day - A Professional Development Day for the Festivals and Events Sector, Sunday May 31, 2009

Take advantage of this outstanding opportunity to learn from and network with top Festivals and Events industry professionals. The 2009 Professional Development Day for the Festivals and Events Sector will offer dynamic presentations, workshops and Panel discussions on everything from Risk Management, Volunteerism, Financial and Environmental Management, Fundraising, and Best Practices. With an emphasis on "Volunteerism", the Program is sure to inspire and motivate festivals and events staff and volunteers.

Nova Scotia has significant strengths and a competitive advantage in the global market place for festivals and events. This sector encompasses a diversity of events throughout the province, with many having their origins in community life and the rich varied cultural traditions of Nova Scotia. In order to remain competitive in today's market, we must remain focused on developing and enhancing Nova Scotia's tourism experiences.

The Sales and Partnership division of the Department of Tourism, Culture and Heritage, in partnership with the Nova Scotia Festival and Events Council is pleased to offer a complimentary Professional Development Day for the festivals and events sector.

Festivals and Events Day will be held at Future Inns Halifax, 30 Fairfax Dr. Halifax on Sunday, May 31, 2009 from 10:00am - 5:00pm. Stay tuned for details on the event as well as registration information. Space is limited but in the meantime, any questions may be sent to Susan Jeffries at (902)-424-5486 or jeffrisl@gov.ns.ca

Provincial VIC Product Knowledge Tours (FAM Tours)

Experiencing a product first-hand greatly increases travel counsellors' knowledge of an area and the many products available, allowing them to transfer this information to our visitors. Each spring, travel counsellors in provincial, as well as locally operated visitor information centres and Check In staff, take part in regional product knowledge or FAM tours. The tours are part of their annual training to enhance their knowledge of Nova Scotia's tourism product. Tours are three to five days and involve 25 to 35 participants each. Industry support is critical in maintaining this important aspect of product knowledge training.

For more information on how to participate in any of the following Product Knowledge Tours, please contact: Peter Johnson on (902) 424-2788 or at johnsp@gov.ns.ca

Halifax Tour	May 5-7/09
Northumberland Tour	May 11-13/09
South Shore Tour	May 14-16/09
Fundy Shore Tour	May 19-21/09
Annapolis Valley Acadian Shores Tour	May 26-29/09
Eastern Shore Tour	June 2-4/09
Cape Breton Tour	June 7 -11/09

New feature at our Visitor Information Centers

Now more than ever, it is important to think about where you spend your advertising dollars. To reach tourists, you need to be where they are and you need to reach them in a memorable way.

The Provincial Visitor Information Centers will feature a new and exciting opportunity to reach tourists while they are in the mindset to make purchase decisions. Large, vibrant flat screens are being placed in premium viewing spots in eight provincial Visitor Information Centres to showcase attractions, festivals ad events, activities and operator advertisements.

Starting in May, operators will have the opportunity to participate in this program for as low as \$150 plus HST. For more details, please contact our media partners. Jay Aird, Volt Media Phone: 902-463-2860 Email: Jay.aird@voltmedia.ca

Nova Scotia Tourism Activity Statistics – February 2009			
YTD Statistics	YTD-Time Frame	2008	2009
Visitation:			
Road Visitors	Jan-Feb	130,000	124,700
<i>% change from previous year</i>		-3	-4
Canada Road visitors	Jan-Feb	128,500	123,100
<i>% change from previous year</i>		-3	-4
US Road visitors	Jan-Feb	1,600	1,600
<i>% change from previous year</i>		-2	1
Air Visitors	Jan-Feb	80,400	66,700
<i>% change from previous year</i>		5	-17
Total Visitors	Jan-Feb	210,400	191,400
<i>% change from previous year</i>		0	-9
Accommodations:			
Room-nights Sold (NS)	Jan-Feb	252,300	239,100
<i>% change from previous year</i>		3	-5
Provincial Museum Attendance:	Jan-Feb	24,100	22,600
<i>% change from previous year</i>		6	-6
Historic Site Attendance:			
Halifax Citadel	Jan-Feb	3,700	1,600
<i>% change from previous year</i>		-11	-57
Alexander Graham Bell	Jan-Feb	500	3,400
<i>% change from previous year</i>		17	629
Information Requests:			
Check In Reservations	Jan-Feb	1,200	500
<i>% change from previous year</i>		-11	-59
Check In Literature Requests	Jan-Feb	23,400	17,900
<i>% change from previous year</i>		-26	-23
Website Activity:			
Visits	Jan-Feb	221,700	173,400
<i>New web metrics pkg in 2007; data not comparable to previous years</i>		n/a	-22
Downloads	Jan-Feb	25,900	23,100
<i>% change from 2007 (see above)</i>		n/a	-11
Monthly Statistics:			
	Month	2008	2009
Road Visitors	Feb	67,200	63,000
<i>% change from previous year</i>		2	-6
Air Visitors	Feb	38,600	26,200
<i>% change from previous year</i>		2	-32
Total Visitors	Feb	105,700	89,200
<i>% change from previous year</i>		2	-16
Room-nights Sold	Feb	132,300	128,100
<i>% change from previous year</i>		4	-3

Note: Tourism activity estimates rounded to the nearest 100.

% Change calculated using unrounded figures.

For comprehensive information on Nova Scotia tourism activity, please check the key tourism indicators section at: www.gov.ns.ca/tch/pubs/insights

Date: 4/21/2009