

TOURISM FACTS FLASH

On-going updates from the Nova Scotia Department of Tourism, Culture & Heritage - www.gov.ns.ca/tch. Be sure to visit Nova Scotia's Official Tourism Web Site, www.novascotia.com, for up-to-date information on what is happening in Nova Scotia. If you have any comments on FACTS FLASH or a submission for consideration, please contact us by email at factsflash@gov.ns.ca

Week of August 11, 2008

In This Edition of FACTS FLASH ...

- * New Executive Director and Staff for Tourism Division
- * novascotia.com Festival and Events Photo Program
- * 2009 Doers and Dreamer's Guide
- * Visitor Satisfaction Program for Accommodations and Campgrounds
- * Favourite Places in Nova Scotia
- * Nova Scotia Tourism Activity Statistics, June, 2008

2008 Tourism Plan and Partnership Opportunities Book: The 2008 edition of the Tourism Plan and Partnership Opportunities Book is now available. If you have not received a copy, please visit www.nstpc.com to download all the details.

As well, take advantage of the following e-marketing programs on www.novascotia.com

- Area Overview Program
- Expanded Features Program
- Photo Program
- Festivals and Events Photo Program
- PDF Program
- Online Advertising Program

For more information, contact Laura Patrick at patriell@gov.ns.ca or (902) 424-0939

New Executive Director & Staff for Tourism Division

John Somers has assumed the position of Executive Director, Tourism Division. John holds a MBA in International Business from Dalhousie University and has worked for the department for over 18 years in various positions. Most recently he was Acting Executive Director of Tourism. Prior to that John held positions of increasing responsibility including Director of Marketing and Planning and Manager of Planning and Research. John brings a number of strengths to this position such as leadership, knowledge of the tourism industry, marketing/research, strategic thinking and strong stakeholder relations.

Wendy Barnable has accepted the position of Acting Director of Marketing for the tourism division for a period of one year. Wendy has been the Communications Director for Tourism, Culture and Heritage for the past three years and will be seconded to the position from Communications Nova Scotia.

Jonathan Foster and **Jennifer MacIntrye** have accepted one-year term positions as Tourism Development Officers with the Tourism Division.

Jonathan Foster comes to us from New Brunswick where he grew up in a family run tourism business bringing a wealth of skills and knowledge to the position. Jonathan holds a Bachelor of Arts Degree, an Adult Education Certificate, a Masters Degree in Organizational Leadership and Training, a National Certificate in Outdoor Recreation/Adventure Tourism and his most recent, a Masters Certificate in Wildlife Recreation and Nature Based Tourism. In addition, Jonathan has many years of related experience including Experiential Learning Manager with the University of New Brunswick.

Jonathan will be working on files pertaining to outdoor recreation, watchable wildlife, coastal experiences, and experiential tourism, as well as responsible for various development projects in the Eastern Shore and Northumberland Shore regions. Jonathan can be reached at (902) 424-3141 or fosterje@gov.ns.ca.

Jennifer originally hails from Cape Breton and holds a Bachelor of Arts Degree, a Bachelor of Tourism and Hospitality Management and is currently pursuing a Masters of Public Administration on a part-time basis. Jennifer completed her cooperative work term with the Tourism Development Section and most recently was the Director of Marketing for Film Nova Scotia.

Jennifer will be working on project files including cultural experiences and living history, as well as responsible for various tourism development projects in the Cape Breton region. Jennifer can be reached at (902) 424-4646 or macintjen@gov.ns.ca.

Maria McGowan has accepted a term position with Visitor Services as the Visitor Services Assistant. Maria comes to us with a Bachelor of Arts in Political Science from St. F. X. and 18 years of experience in the tourism industry through her work as Communications Manager at Pier 21, committee work with Festival and Events as well as front line and supervisory positions for Tourism BC. Maria will be a great addition to the Marketing team.

Beverley Brown-Sweeting has taken on the role of Policy Analyst for the Tourism Division for approximately one year. Bev comes to us from the Culture Division where she has worked in both programming and policy positions since 1999. Bev has a background in the non-profit voluntary sector management and worked with the culture sector across Canada for 15 years prior to joining government. She is currently studying for her Masters of Public Administration degree.

We would like to congratulate all our new staff members and welcome them to the Department of Tourism, Culture and Heritage.

novascotia.com Festivals & Events Photo Program

novascotia.com is now offering you the opportunity to add up to 5 photos to each of your Festivals & Events listings. This free program provides visitors with more images of your event.

One photo will be displayed as the main image accompanying your listing information and the other four will be part of the photo gallery sub-section of your listing. Photos submitted should be in JPEG format, and at least 400 x 400 pixels, with a dots-per-inch (dpi) value of 300. Please send photos to novascotia.com@gmail.com.

For more information on this program, contact Laura Patrick at patricll@gov.ns.ca or by phone on 902-424-0939.

2009 Doers and Dreamers Guide

Once again it is time to start planning for your inclusion in the 2009 Doers & Dreamers Guide. You will receive you text listing update letters in the mail over the next three weeks. New for 2009: in addition to our regular update return process, we are working to provide an option to submit your updates on-line using novascotia.com. Please stand by for more information.

We are pleased to inform you that we will be holding the 2008 advertising rates for 2009, despite increased paper & production costs. New for 2009: Travel Guide advertisers will be given additional exposure on novascotia.com by including their individual ads with their parent text listing similar to the photo program. Please refer to the 2009 Rate Card for more details which will be available within the next two weeks. The province will no longer be producing the "Guide on CD". For further information, please contact Nancy Burgess-Graham on Tel: (902) 424-4990 or by Email at urgesnl@gov.ns.ca

Visitor Satisfaction Program for Accommodations and Campgrounds

In order to further the delivery of quality experience for our visitors, the Atlantic Canada Tourism Grading Authority (ACTGA) together with the Nova Scotia Department of Tourism, Culture and

Heritage, the Tourism Industry Association of Nova Scotia and partners from other Atlantic Provinces have developed a Visitor Satisfaction Program for accommodations and campgrounds.

This program has been developed with the Empathica group. This project provides operators with the ability to measure and manage customer loyalty with the objective to prevent customer defection thereby helping businesses build a stronger relationship with their customers. We invite you to take the survey yourself at www.actgasurvey.com and see all the information you could be collecting about your visitors.

The Visitor Satisfaction Program starts August 01, 2008 and will run until March 31, 2011. If you wish to download and fill out an application please go to http://www.visitorsatisfactionatlantic.ca/s_1.asp. The survey information from your property will only be available to your designated staff, although the program will compile aggregate data for provincial industry associations. This will help identify overall service strengths and opportunities. For more information please contact Mary Tulle, Project Coordinator at (902) 496 9171 or mary@visitorsatisfactionatlantic.ca

Favourite Places in Nova Scotia

Nova Scotia Tourism recently launched a new Blog section on novascotia.com. In this new social media space, Nova Scotians and visitors alike can post images and stories about their Favourite Places in Nova Scotia (FPNS).

Feel free to participate in FPNS at <http://novascotia.com/favouriteplaces>. We would love to hear from you!

In the coming months, this new Blog section will also feature:

- Fall leaf watch coverage across the province
 - Nova Scotia travel bloggers, such as Terri McCulloch of the Bay of Fundy Blog - <http://bayoffundy.blogspot.com>. For further information, please contact Jazmine Hayden, Internet Marketing Officer on telephone (902) 424-2682 or Email: haydenjr@gov.ns.ca.
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Tourism Development Investment Program 2nd Funding Deadline - September 15, 2008

The Tourism Development Investment Program is pleased to offer a second funding deadline and will be accepting applications until September 15, 2008. Further information including eligibility criteria and applications are available at www.nstpc.com under "programs". Applicants are encouraged to contact staff directly, to discuss project ideas and how they fit with priorities set in the annual tourism plan, prior to submitting an application. Please contact one of the following Tourism Development Officers to discuss your project:

Lori Blackburn - Phone (902) 424-3747 or by e-mail at blackblm@gov.ns.ca
Jennifer MacIntyre - Phone (902) 424-4646 or by e-mail at macintjen@gov.ns.ca

Jonathan Foster - Phone (902) 424-3141 or by e-mail at fosterje@gov.ns.ca

Upcoming Best Practice Missions

Planning is currently underway with Tourism Atlantic for the next series of Tourism Best Practice Missions. Themes will include: Experiential Tourism, Coastal Experiences, Culture Tourism - Food and People, Tourism Product Clustering, Trails, and Coastal Accommodations. Dates and locations are still to be determined. These details including industry participation will be available in the coming weeks. For further information please contact Lori Blackburn, Tourism Development Officer at (902) 424-3747 or blackblm@gov.ns.ca .

Nova Scotia Tourism Activity Statistics

YTD Statistics	YTD-Time Frame	2007	2008
Visitation:			
Road Visitors	Jan-June	563,000	537,300
<i>% change from previous year</i>		-4	-5
Canada Road visitors	Jan-June	533,200	512,400
<i>% change from previous year</i>		-4	-4
US Road visitors	Jan-June	29,800	24,900
<i>% change from previous year</i>		-8	-16
Air Visitors	Jan-June	260,100	287,500
<i>% change from previous year</i>		3	11
Total Visitors	Jan-June	823,100	824,700
<i>% change from previous year</i>		-2	0
Accommodations:			
Room-nights Sold (NS)	Jan-June	1,030,200	1,089,700
<i>% change from previous year</i>		2	6
Provincial Museum Attendance:	Jan-April	73,200	60,800
<i>% change from previous year</i>		-2	-17
Historic Site Attendance:			
Halifax Citadel	Jan-June	36,000	35,900
<i>% change from previous year</i>		14	0
Alexander Graham Bell	Jan-June	10,700	11,800
<i>% change from previous year</i>		-14	10
Information Requests:			
Check In Reservations	Jan-June	7,900	5,500
<i>% change from previous year</i>		-1	-30
Check In Literature Requests	Jan-June	119,500	112,500
<i>% change from previous year</i>		-47	-6
Website Activity:			
Visits	Jan-June	880,500	840,200
<i>New web metrics pkg in 2007; data not comparable to previous years</i>		n/a	-5
Downloads	Jan-June	119,700	100,500
<i>% change from 2007 (see above)</i>		n/a	-16

Monthly Statistics:	Month	2007	2008
Road Visitors	June	145,500	132,200
<i>% change from previous year</i>		3	-9
Air Visitors	June	55,400	65,100
<i>% change from previous year</i>		-6	17
Total Visitors	June	200,900	197,300
<i>% change from previous year</i>		1	-2
Room-nights Sold	June	258,600	275,700
<i>% change from previous year</i>		1	7

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: 7/25/2008

