

## TOURISM FACTS FLASH

Visit [www.gov.ns.ca/tch](http://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](http://www.novascotia.com) . If you have comments on FACTS FLASH, or a submission for consideration, please email [factsflash@gov.ns.ca](mailto:factsflash@gov.ns.ca) .

**Week of January 26, 2009**

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### **2009 Nova Scotia Tourism Partnerships and Programs**

The 2009 Tourism Partnerships and Programs book is available for download at:

<http://novascotia.com/Partners/en/home/partnershipopportunities.aspx>

Contact Laura Patrick at (902) 424-0939 or email [patricll@gov.ns.ca](mailto:patricll@gov.ns.ca) to take advantage of the following free 2009 Web Marketing Opportunities:

- Area Overview
- Expanded Features
- PDF Brochure
- Photo Gallery
- Tour Start Location
- Contests
- Doers' and Dreamers' Advertising

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**Minister's New Year's Message**

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For Nova Scotia's tourism industry, the start of a new year is a time to reflect on our past performance, assess our environment, and renew our collective efforts.

The tourism industry is currently facing significant challenges, from volatile fuel prices to economic instability. Nova Scotia fared reasonably well in these difficult conditions. While our overall visitor numbers were down three per cent in 2008, revenues held steady at \$1.3 billion and room nights sold increased by one per cent.

Two years ago, we launched our tourism strategy, *New Realities, New Directions*, to acknowledge an evolving tourism market. This plan is still relevant today and allows us the flexibility we need to adapt our tactics in response to new challenges and opportunities.

In 2009, we will launch a new marketing campaign that will lure potential visitors to the beauty and culture of Nova Scotia through the warmth and friendliness of our people. We'll also strengthen our regional campaign and invest more in our largest overseas market, the United Kingdom.

While marketing continues to be important, we must also develop experiences that are unique, authentic and driven by the demands of today's consumer. As we enter 2009, strong industry partnerships will be more important than ever to help us develop the experiences that draw visitors to Nova Scotia and remain competitive in a continually changing marketplace.

I encourage you to learn more about our 2009 plan and opportunities for industry partnership by visiting [www.novascotia.com/partners](http://www.novascotia.com/partners). Please accept my sincerest wishes for a healthy and prosperous 2009. I look forward to working with you throughout the year.

Sincerely,

A handwritten signature in black ink, appearing to read "Bill Dooks". The signature is fluid and cursive.

Bill Dooks  
Minister of Tourism, Culture and Heritage

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**Tourism Marketing Opportunities Program – Deadline March 20, 2009**

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The Marketing Opportunities Program provides funding to marketing initiatives that clearly link to provincial tourism priorities with the goal of increasing out-of-province visitors and growing

tourism revenues. There are two streams: Festival and Events Assistance and Tourism Marketing Assistance.

The 2009 program guidelines are available at [http://www.gov.ns.ca/tch/tourism\\_funding.asp](http://www.gov.ns.ca/tch/tourism_funding.asp) . Please contact your Regional Tourism Industry Association and/or Sadie Thomas Frye at 902-424-3282 or [frysa@gov.ns.ca](mailto:frysa@gov.ns.ca) for additional information.

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## Tourism Marketing Update and 2009 Consumer Shows

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### Tourism Marketing Update

The tourism marketing team was off to the races in 2009 with its participation in the North American International Motorcycle Supershow in Toronto, Ontario. North America's largest and most comprehensive motorcycle show was an excellent opportunity to promote the province and increase awareness for Nova Scotia's motorcycle touring opportunities.

The tourism winter campaign also hit the streets on January 17 with a five-month events calendar developed in partnership with Saltscapes Magazine. The calendar features hot packages for winter and spring getaways and loads of great events to celebrate the season. Free copies were placed in all Maritime daily papers (300,000 copies), the January/February issue of Saltscapes, and Visitor Information Centres.

Tourism also partnered with Destination Halifax to produce a series of mouth-watering culinary videos and accompanying recipe cards. These videos and recipes from renowned Halifax chefs are available at <http://www.destinationhalifax.com/chefs> .

### Upcoming 2009 Consumer Shows

Tourism will wrap our brand, including banners and other marketing materials, around our Nova Scotia sections at the following events:

- **Atlantic Motorcycle Show in Moncton (February 13 to 15)** – A few spots remain. To register, call 902-468-4999 or visit [www.masterpromotions.ca/atlantic-motorcycle-info.asp](http://www.masterpromotions.ca/atlantic-motorcycle-info.asp) today.
- **Toronto's Ultimate Travel Show (March 27 to 29)** – To participate, call 1-800-265-3673 or visit [www.totravelshow.com](http://www.totravelshow.com) and book your space today. Indicate your desire to be in the Nova Scotia section, and you will receive a \$100 discount.
- **Calgary Outdoor Adventure Show (March 28 and 29)** – Although tourism will promote Nova Scotia at this event, it has already sold out.
- **Ottawa Travel and Vacation Show (April 4 and 5)** – Register now for the Nova Scotia Tourism section and receive a 10 per cent discount. Call 1-800-489-8333 or visit [www.travelandvacationshow.com](http://www.travelandvacationshow.com) to make your reservation.
- **Saltscapes in Halifax (April 24 to 26)** – Call your local RTIA to book your space. Last year's show was a great success.

For more information on these and other consumer shows, such as the **Milwaukee Irish Fest (August 13 to 16)** and the **Celtic Fest Chicago (September 12 to 13)**, please contact Doug Matthews at 902-424-3942 or [matthews@gov.ns.ca](mailto:matthews@gov.ns.ca) .

Watch FACTS FLASH for further updates on marketing activities and partnership opportunities.

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### **Maritime Museum of the Atlantic – February Events**

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#### **LEGO: City by the Sea**

**Open until February 8, 2009**

Backed by popular demand, the Maritime Museum of the Atlantic is pleased to host, LEGO: City by the Sea. Built entirely by volunteers, this whimsical model is both make-believe and amazing. Famous Halifax landmarks get the colourful LEGO treatment. Don't miss this fun feast for the whole family's imagination! Proudly presented in partnership with NovaLUG (Nova Scotia LEGO Users Group) - <http://www.novalug.ca>

#### **TUGS! March Break Fun for the Entire Family!**

**March 14 to 22, 2009**

They're Rough! They're Tough! They're TUGS! Whether they're towing gigantic oil rigs out to sea, helping huge cruise ships safely into port, or even saving other vessels from fire, sturdy Tugboats prove every day that big doesn't always mean better.

From March 14 - 22, 2009, the Maritime Museum of the Atlantic proudly presents TUGS, an interactive exhibit that will show the whole family why mighty Tugboats are some of the hardest working ships around!

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### **Visitor Services Programs and Deadlines**

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#### **Visitor Information Services Enhancement Program deadline – February 13, 2009**

The VIC Technology Enhancement and the Community Information Kiosk Development Programs will enhance visitor servicing at visitor information centres and in Nova Scotia communities. Through technology upgrades, including new computers, staff and visitors alike will have fast, easy access to travel information. The community kiosk program will help communities use the new Visitor Information Kiosk Kit to construct outdoor kiosks to give visitors access to 24/7 travel information year-round. The application deadline for submission under this program is February 13, 2009. Further information, including eligibility criteria and application forms, is available at [http://www.gov.ns.ca/tch/tourism\\_funding.asp](http://www.gov.ns.ca/tch/tourism_funding.asp) .

#### **Open-Door Program – March 1, 2009 Application Deadline**

Promote your product to tourism staff who can in turn sell it to the visitor. Participating operators offer some form of discount or added value. Front-line staff, including travel counsellors with visitor information centres and Check In staff must present their card to qualify for the discount or added value.

### **Fair & Friendly Exchange Program**

Here's a tangible way to show American visitors that we appreciate the value of a dollar – and their valuable business. In order to participate in this program, you must guarantee an exchange rate within five percent of the current bank rate and display the Fair & Friendly material in a prominent location. This year-round program is promoted in the Doers' & Dreamers' guide and at visitor information centres.

Further information on these programs, including applications forms, is available at [http://www.gov.ns.ca/tch/tourism\\_programs.asp](http://www.gov.ns.ca/tch/tourism_programs.asp) . You may also contact Peter Johnson, Coordinator Visitor Services, at (902) 424-2788 or email [johnsp@gov.ns.ca](mailto:johnsp@gov.ns.ca) .

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### **Mark Your Calendars! April 29, 2009 is Product Development Day.**

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April 29th is confirmed for the next Tourism Product Development Day. Learn about the Secrets to Travel Packaging Success presented by Joe Veneto of Opportunities Unlimited. Stay tuned for further details. If you have any questions, please contact Jennifer MacIntyre at (902) 424-4646 or email [macintjen@gov.ns.ca](mailto:macintjen@gov.ns.ca) .

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### **Tourism Division Staffing Updates**

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It is our pleasure to welcome Bob Book back to the Tourism Division as Director, Product Development and Planning. Bob returns to us after a year-long interchange with Tourism Atlantic (ACOA) in Prince Edward Island. It's great to have Bob back on the mainland and we know we will benefit from the knowledge and insights he gained while working with a federal government agency.

Also, we would like to take this opportunity to recognize the great job Darlene MacDonald has done over the past year as Acting Director of the Product Development and Planning section. Darlene was a major contributor in a number of tourism division accomplishments during 2008, including a fantastic Product Development Day, the 2009 Tourism Plan, and development of the Community Development Trust initiative for niche marketing and development. Mostly though, she's been an absolute pleasure to work with.

Darlene MacDonald has accepted a new challenge within our Tourism Team, leading the Niche Market Project recently approved by the Community Development Trust. Managing this project will involve working with all sections of the Tourism Division and coordination with other Divisions of the Department and key partner organizations. During this time, Lisa MacIsaac will remain as Acting Manager, Tourism Development. Please join us in welcoming Bob back and in wishing Darlene all the best in her new role.

## Nova Scotia Tourism Activity Statistics – November 2008

<b>YTD Statistics</b>	<b>YTD-Time Frame</b>	<b>2007</b>	<b>2008</b>
<b>Visitation:</b>			
<b>Road Visitors</b>	Jan-Nov	1,398,700	1,319,200
<i>% change from previous year</i>		1	-6
<b>Canada Road visitors</b>	Jan-Nov	1,270,100	1,217,900
<i>% change from previous year</i>		9	-4
<b>US Road visitors</b>	Jan-Nov	128,600	101,300
<i>% change from previous year</i>		-9	-21
<b>Air Visitors</b>	Jan-Nov	628,000	641,200
<i>% change from previous year</i>		3	2
<b>Total Visitors</b>	Jan-Nov	2,026,700	1,960,500
<i>% change from previous year</i>		2	-3
<b>Accommodations:</b>			
<b>Room-nights Sold (NS)</b>	Jan-Nov	2,481,400	2,503,200
<i>% change from previous year</i>		2	1
<b>Provincial Museum Attendance:</b>	Jan-Nov	523,700	520,300
<i>% change from previous year</i>		6	-1
<b>Historic Site Attendance:</b>			
<b>Halifax Citadel</b>	Jan-Nov	142,600	151,000
<i>% change from previous year</i>		-10	6
<b>Alexander Graham Bell</b>	Jan-Nov	73,300	70,900
<i>% change from previous year</i>		-4	-3
<b>Information Requests:</b>			
<b>Check In Reservations</b>	Jan-Nov	28,300	20,900
<i>% change from previous year</i>		-6	-26
<b>Check In Literature Requests</b>	Jan-Nov	185,800	154,500
<i>% change from previous year</i>		-40	-17
<b>Website Activity:</b>			
<b>Visits</b>	Jan-Nov	1,684,900	1,524,500
<i>New web metrics pkg in 2007; data not comparable to previous years</i>		n/a	-10
<b>Downloads</b>	Jan-Nov	236,300	169,200
<i>% change from 2007 (see above)</i>		n/a	-28

<b>Monthly Statistics:</b>	<b>Month</b>	<b>2007</b>	<b>2008</b>
<b>Road Visitors</b>	Nov	89,400	87,500
<i>% change from previous year</i>		1	-2
<b>Air Visitors</b>	Nov	39,700	35,100
<i>% change from previous year</i>		8	-12
<b>Total Visitors</b>	Nov	129,100	122,700
<i>% change from previous year</i>		3	-5
<b>Room-nights Sold</b>	Nov	160,600	157,500
<i>% change from previous year</i>		0	-2

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/dtc/pubs/insights](http://www.gov.ns.ca/dtc/pubs/insights)

Date: 1/13/2009