

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 June 22, 2009

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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

New Advertising Opportunity in 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 all eight Visitor Information Centers to showcase attractions, festivals ad events and operator advertisements in vivid eye-catching ways.

Simply provide your logo and the information you want promoted and we will build messages designed to get results.

	6-month cost	3-month cost	2-month cost	1-month cost
Location-wide	\$1,920	\$1,020	\$720.0	\$400
VIC specific	\$720	\$321	\$270	\$150

Additional advertising opportunities are available including weather sponsorships and text messaging. For more details or a live demonstration, please contact our media partner, Jay Aird, Volt Media on telephone (902) 463-2860 or Email: Jay.aird@voltmedia.ca

Package Advertising Opportunity – 2009 Fall Newspaper Insert

The Newspaper Insert Program is a unique marketing tool with a customer-centered approach and a focus on packaged product. Participation in the program is open to any operator in good standing whose package contains at least one overnight accommodation (i.e. fixed roof or campground) plus at least one other component - meal, day adventure, golf fees, scenic tour, attraction entrance, spa, retail certificate, etc. - or provides a vacation value experience for the customer. The more attractive you can make your offer to potential customers, the better!

This customized full-color publication will be inserted into several daily/weekly newspapers through the Maritimes. Total circulation is approximately 300,000. Additional copies will be available at Provincial Visitor Information Centers. Your packages will also be available on www.novascotia.com in the package section, as well as on a rotational basis on the home page.

We welcome your participation in the 2009 Fall Newspaper Insert Program. Cost to participate is \$200 + HST per package submitted, payable to the Nova Scotia Minister of Finance. All package submissions are due end of day, Friday, July 17, 2009.

Please submit your packages to Nicolle Vuotto, COLOUR, 7051 Bayers Road, Suite 400, Halifax, NS, B3L 4V2. Telephone: (902) 722-3113, Fax: (902) 453-5221 or Email:

nicolle@colour.ca. If you require further information, please contact Michelle Lassaline at lassalms@gov.ns.ca or 902-424-4045.

Discovery Carts at the Museum of Natural History

Connect your family to nature through hands-on activities and conversations with a Museum Naturalist. Each discovery cart offers a drop-in interactive experience highlighting natural historical and environmental themes.

July-August

The Birds & the Bees

1:00pm-2:00 pm: Daily

Enjoy a variety of fun, hands-on activities, investigate the process of pollination and meet essential bird & insect pollinators. You'll also uncover ways to protect the diversity of both plants and animals.

Minerals Rock!

11:00 am – 12:00 noon: Tuesday, Thursday and Saturday. Also 6:00pm-7:00pm Wednesday.

Never take minerals for granite. Discover rocks and minerals - compare different textures, weigh samples, make a battery and explore everyday uses of these essential resources. Find out where rocks and minerals are found, mined and sustainably used in Nova Scotia.

Special Programs

Canada Day Pollinator Party, Wednesday, July 1, 2009

Celebrate Canada Day with us for the official opening of our popular summer Butterfly House. It's a flutter of activities as all ages are invited to decorate our sidewalk with butterflies, flowers, beetles and birds! We will supply the chalk...you bring your imagination. Admission will be free for the day.

For further information, please contact Brenda Boutilier, Curator Visitor Services on telephone (902) 424-6513, Fax: (902) 424-0747 or Email: boutilbr@gov.ns.ca

Tourism Division welcomes Heather Yule back to work

The Tourism Division welcomes Heather Yule, returning from maternity leave to her role as Tourism Development Officer. Heather has been with the Department of Tourism, Culture and Heritage for over 10 years and with the Tourism Development Team since 2007. She will be working on a variety of tourism development initiatives, including projects related to sustainable tourism, watchable wildlife, and cycling tourism, as well as development opportunities in the South Shore region. Heather can be reached at 902-424-4646 or by email at yulehdc@gov.ns.ca.

Nova Scotia Tourism Activity Statistics			
YTD Statistics	YTD-Time Frame	2008	2009
Visitation:			
Road Visitors	Jan-Apr	291,900	294,700
<i>% change from previous year</i>		-4	1
Canada Road visitors	Jan-Apr	286,600	289,300
<i>% change from previous year</i>		-4	1
US Road visitors	Jan-Apr	5,300	5,400
<i>% change from previous year</i>		-17	2
Air Visitors	Jan-Apr	167,300	131,000
<i>% change from previous year</i>		4	-22
Total Visitors	Jan-Apr	459,200	425,700
<i>% change from previous year</i>		-1	-7
Accommodations:			
Room-nights Sold (NS)	Jan-Apr	582,100	549,600
<i>% change from previous year</i>		5	-6
Provincial Museum Attendance:	Jan-Apr	65,300	63,100
<i>% change from previous year</i>		-11	-3
Historic Site Attendance:			
Halifax Citadel	Jan-Apr	11,200	8,800
<i>% change from previous year</i>		-12	-21
Alexander Graham Bell	Jan-Apr	1,200	4,300
<i>% change from previous year</i>		7	255
Information Requests:			
Check In Reservations	Jan-Apr	2,400	1,300
<i>% change from previous year</i>		-20	-45
Check In Literature Requests	Jan-Apr	64,400	43,900
<i>% change from previous year</i>		-9	-32
Website Activity:			
Visits	Jan-Apr	477,000	391,000
<i>% change from previous year</i>		n/a*	-18
Monthly Statistics:			
	Month	2008	2009
Road Visitors	Apr	84,200	92,300
<i>% change from previous year</i>		-2	10
Air Visitors	Apr	42,100	35,000
<i>% change from previous year</i>		-8	-17
Total Visitors	Apr	126,300	127,400
<i>% change from previous year</i>		-4	1
Room-nights Sold	Apr	171,700	156,700
<i>% change from previous year</i>		14	-9

Note: Tourism activity estimates rounded to the nearest 100.

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

Date: 6/11/2009