

## TOURISM FACTS FLASH

On-going updates from the Nova Scotia Department of Tourism, Culture & Heritage - [www.gov.ns.ca/tch](http://www.gov.ns.ca/tch). Be sure to visit Nova Scotia's Official Tourism Web Site, [www.novascotia.com](http://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](mailto:factsflash@gov.ns.ca)

Week of October 6, 2008

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**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](http://www.nstpc.com) to download all the details.

As well, take advantage of the following e-marketing programs on [www.novascotia.com](http://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 [patricll@gov.ns.ca](mailto:patricll@gov.ns.ca) or (902) 424-0939

**Nova Scotia Tourism Partnership Council – A Call for Volunteers**

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The Nova Scotia Tourism Partnership Council (NSTPC) is seeking volunteers interested in serving on Council starting in January 2009.

The Council is a senior advisory group that provides strategic advice to the Minister of Tourism, Culture and Heritage with the view to influence and impact programs regarding tourism in Nova Scotia. The scope of the Council's advice is related to all aspects of the Department's operations and activities including but not restricted to Marketing, Product Development, Research, Partnerships and Sales as well as Communications with the industry and any other area on which the department seeks its advice.

The Council is made up of 16 voting members - 14 industry leaders and 2 representatives from the department of Tourism, Culture and Heritage, as well as non-voting ex-officio members. A Selection Committee will review and recommend applicants to the Council and the Minister of Tourism, Culture and Heritage. Applicants should submit an application form outlining their qualifications and relevant experience, together with a covering letter to:

Nova Scotia Tourism Partnership Council, World Trade and Convention Center, 1800 Argyle Street, Suite 603, Halifax, Nova Scotia, B3J 3N8. Fax: (902) 424-0723 or by email to [annaneb@gov.ns.ca](mailto:annaneb@gov.ns.ca) by October 17, 2008.

Application forms and additional information are available on line at [www.nstpc.com](http://www.nstpc.com) or by contacting the Coordinator, Ebenezer Annan on telephone (902) 424-0048 or email [annaneb@gov.ns.ca](mailto:annaneb@gov.ns.ca)

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**Nova Scotia Tourism Introduces New Leaf Watch Blog**

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Nova Scotia Tourism Introduces New Leaf Watch Blog

The new Leaf Watch Blog at <http://novascotia.com/LeafWatch> is sure to be a leaf watchers most valuable resource to plan a Fall Maritime vacation, and an ideal way to get up-to-date information about this brilliant seasonal event. The Leaf Watch Blog joins the recently introduced Favourite Places in Nova Scotia Blog to offer innovative, user-driven information about destinations and attractions around Nova Scotia.

In order to provide stories of leaf colour change sightings around the province, Nova Scotia Tourism needs your help! The Leaf Watch Blog allows you to identify the Community and/or region where you've spotted leaves changing and to what degree the leaves have turned—ranging from 0% to 100%. Additionally, you may post your fall foliage photos and/or link to videos on YouTube. For more information on the Leaf Watch Blog, feel free to contact Laura Patrick 424-0939 or [patricll@gov.ns.ca](mailto:patricll@gov.ns.ca).

#### **Favorite Places in Nova Scotia**

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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](mailto:haydenjr@gov.ns.ca).

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#### **novascotia.com Festivals & Events Photo Program**

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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](mailto:novascotia.com@gmail.com). For more information on this program, contact Laura Patrick at [patricell@gov.ns.ca](mailto:patricell@gov.ns.ca) or by phone on (902) 424-0939.

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#### **Let's Talk: Tourism Business Forum**

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The Department of Tourism, Culture and Heritage in partnership with the Regional Tourism Industry Associations are inviting industry members from across the province to participate in a series of professional tourism business forums this fall.

These Tourism Business Forums will focus on bringing together organizations and individuals involved in the promotion and development of Nova Scotia's tourism industry. The objective is to provide a forum where government and industry members can learn about latest consumer trends and the changing dynamic of global tourism while exchanging ideas and best practices.

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Week of October 6, 2008

These interactive sessions will allow our industry partners to engage with the Department on a variety of topics from 2008 trends and statistics to future growth strategies, market opportunities and ideas for the 2009 Tourism plan.

These sessions, at no charge, are open to all members of the industry and we encourage you to attend. Please mark your calendars for the following dates, times and locations:

Monday, October 27, 1pm – 4pm  
Liscomb Lodge, 2884 Hwy 7, Liscomb Mills  
Hosted by Antigonish Eastern Shore Tourist Association

Tuesday, October 28, 9am – to noon  
Days Inn, 480 Kings Road, Sydney  
Hosted by Destination Cape Breton Tourist Association

Wednesday, October 29, 9am - noon  
Holiday Inn Express, 86 Lawrence Boulevard, Stellarton -New Glasgow  
Hosted by Pictou County Tourist Association and Central Nova Tourist Association

Thursday, November 6, 1pm – 4pm  
Municipality of Clare – 1185 Little Brook (Civic Address)  
Hosted by Destination Southwest Nova Association

Wednesday, November 12, 1pm – 4pm  
World Trade and Convention Centre, Halifax  
Hosted by Destination Halifax

Thursday, November 13, 9am - noon  
Super 8 Motel Windsor, 63 Cole Drive, Windsor  
Hosted by Destination Southwest Nova Association and Central Nova Tourist Association

Friday, November 14, 9am – noon  
Day's Inn, Bridgewater (formerly Wandlyn Inn & Convention Centre), 50 North Street  
Hosted by Destination Southwest Nova Association

Come meet the Tourism staff team 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 RSVP by calling Jennifer Halliwell at (902) 424-3908, Email [halliwel@gov.ns.ca](mailto:halliwel@gov.ns.ca) or Fax: (902) 424-0723.

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### Heritage Division Welcomes New Staff

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The Heritage Promotion team, Heritage Division, Summer Street welcomed Rachel Boehm to the position of Marketing Outreach Officer this spring. Rachel is responsible for Communications, Media Relations and outreach to the 27 Nova Scotia Museums. Rachel has many years experience in Marketing and Communications in the non-profit sector and as a consultant to

public-sector clients. With a B.A. and M.A. in English, Rachel is passionate about writing, has published many news and features articles and is an experienced publications editor. Welcome Rachel!

The Heritage Promotion team is responsible for Marketing and Communications for the 27 Nova Scotia Museums, as well as Heritage Division programs.

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### **2009 Festivals & Events Updates Due by December 31st, 2008**

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Make sure our visitors know about your festival or event next year. This is a reminder to all festival or event organizers to update listing information, including 2009 dates. Please visit [www.novascotia.com/partners](http://www.novascotia.com/partners) and select "Festivals and Events" to enter any updates.

If you haven't registered your festival or event on our website in the past, a tutorial guide is available to assist you through the process. Updates received prior to December 31, 2008 will be included in next year's Festival & Events Guide.

If you have any questions please email [festivals@gov.ns.ca](mailto:festivals@gov.ns.ca) or contact Ms. Sadie Thomas-Frye at 902-424-3282.

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### **2009 Travel Guide update.**

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Each year we review and modify, where applicable, the range of information tools in the travel guide to help meet consumer needs. In addition to the inclusion of CAA/AAA diamonds as a recognized rated program for 2009, please be aware or reminded of the items below.

#### **"Smoking permitted" vs. "smoke-free" information**

Previously, operators had the option to include a "no smoking or smoke-free" symbol with their listing. As you know, Nova Scotia is now a smoke-free province. As more and more visitors become aware of this policy, we have been hearing that there is a need to provide information about where smoking is permitted. For that reason, rather than continuing to feature a smoke-free symbol, we have chosen to feature a symbol for "smoking permitted". Since the majority of places are now smoke-free, this will provide visitors seeking specific information on smoking a clear and easy tool. Information about Nova Scotia's Smoke Free Places Act will be communicated in the guide and online to help inform visitors that Nova Scotia's public spaces are now smoke free. For details regarding the Smoke-free Places Act go to <http://www.gov.ns.ca/just/regulations/regs/sfpregs.htm> or call the Department of Health Promotion and Protection at 1-800-565-3611.

**Clarification of Civic Address requirement**

The establishment of the Provincial 911 Civic address project is nearing completion province-wide. During the last three years, the Tourism Department has been keeping step with this initiative by requiring that all properties listed in the Doers & Dreamers and on novascotia.com use and identify their official civic address once assigned. Each year as licenses are renewed and listings are updated, we continue to fine tune this effort and correct address information that has previously been in error or overlooked.

We would like to take this opportunity to remind you that your property will be listed under the community name identified as part of your civic address which is registered in the 911 system. As G.P.S. units become a more common tool used by our visitors, it is important for us to create consistency with this system because G.P.S. systems use civic address to provide location, map and direction information. If you require any further explanations or have questions, please contact Nancy Burgess-Graham on phone (902) 424-4990 or Email: [burgesn@gov.ns.ca](mailto:burgesn@gov.ns.ca)

## Nova Scotia Tourism Activity Statistics

<b>YTD Statistics</b>	<b>YTD-Time Frame</b>	<b>2007</b>	<b>2008</b>
<b>Visitation:</b>			
<b>Road Visitors</b>	Jan-Aug	1,027,200	963,100
<i>% change from previous year</i>		1	-6
<b>Canada Road visitors</b>	Jan-Aug	932,900	889,900
<i>% change from previous year</i>		2	-5
<b>US Road visitors</b>	Jan-Aug	94,300	73,100
<i>% change from previous year</i>		-10	-22
<b>Air Visitors</b>	Jan-Aug	443,700	470,100
<i>% change from previous year</i>		2	6
<b>Total Visitors</b>	Jan-Aug	1,470,500	1,433,100
<i>% change from previous year</i>		1	-3
<b>Accommodations:</b>			
<b>Room-nights Sold (NS)</b>	Jan-Aug	1,774,400	1,817,100
<i>% change from previous year</i>		2	2
<b>Provincial Museum Attendance:</b>	Jan-Aug	382,400	382,400
<i>% change from previous year</i>		4	0
<b>Historic Site Attendance:</b>			
<b>Halifax Citadel</b>	Jan-Aug	103,900	92,100
<i>% change from previous year</i>		-5	-11
<b>Alexander Graham Bell</b>	Jan-Aug	48,100	46,800
<i>% change from previous year</i>		-6	-3
<b>Information Requests:</b>			
<b>Check In Reservations</b>	Jan-Aug	21,700	15,800
<i>% change from previous year</i>		-6	-27
<b>Check In Literature Requests</b>	Jan-Aug	165,100	140,000
<i>% change from previous year</i>		-41	-15
<b>Website Activity:</b>			
<b>Visits</b>	Jan-Aug	1,317,100	1,208,600
<i>New web metrics pkg in 2007; data not comparable to previous years</i>		n/a	-8
<b>Downloads</b>	Jan-Aug	185,300	144,100
<i>% change from 2007 (see above)</i>		n/a	-22

<b>Monthly Statistics:</b>	<b>Month</b>	<b>2007</b>	<b>2008</b>
<b>Road Visitors</b>	Aug	233,900	226,300
<i>% change from previous year</i>		7	-3
<b>Air Visitors</b>	Aug	99,900	109,200
<i>% change from previous year</i>		-3	9
<b>Total Visitors</b>	Aug	333,900	335,500
<i>% change from previous year</i>		4	0
<b>Room-nights Sold</b>	Aug	374,400	369,400
<i>% change from previous year</i>		1	-1

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: 9/24/2008

