

## TOURISM FACTS FLASH

Visit [www.gov.ns.ca/tch](http://www.gov.ns.ca/tch) for on-going 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 any comments on FACTS FLASH, or a submission for consideration, please email [factsflash@gov.ns.ca](mailto:factsflash@gov.ns.ca)

**Special Edition – April 2, 2009**

**In this Special Edition of FACTS FLASH ...**

- **2009 Tourism Research Forum – April 28, 2009**

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### 2009 Tourism Research Forum - April 28, 2009

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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](mailto:rossoj@gov.ns.ca). To register, please use our on-line registration form at [www.gov.ns.ca/tch/research\\_forum.asp](http://www.gov.ns.ca/tch/research_forum.asp).