

Tourism Priorities – 2007-2008

Research

- a) To provide a report to the tourism industry on the season to date results at Victoria County's annual Tourism Conference in November 2007.
- b) Tourism Benchmarks – to provide annually a report to the tourism industry in February or March 2008 on Victoria County's tourism season using information collected from our partners - NS Dept. Of Transportation, NS Tourism, Culture and Heritage, Cape Breton Highlands National Park on tourism indicators, and visitors information. Tourism Revenues and Economic Impact to follow in May when information is available from NS Tourism, Culture & Heritage. To keep a good working relationship with all partners.
- c) To maintain and update the Tourism Victoria County Corporate web site – <http://tourismvictoriacounty.com>, for tourism operators to get the latest information on the industry news, announcements, research, marketing opportunities, training, and product development.
- d) To renew membership with the Travel & Tourism Research Association and keep up date with tourism research and studies and provide information to the operators on the tourism corporate web site.
- e) To develop a E- Marketing & technology section for tourism operators to keep up to date with the latest developments in the field as well to educate tourism operators on Tourism Internet Marketing.
- f) To post regularly articles of interest on Tourism VC blog including podcasts.

Marketing Opportunities

- a) To partner with FAB 4 – on their marketing co-op opportunity – a fulfillment piece for trade shows and web site and increase visitors to our area in the shoulder season.
- b) To continue to partner and support the Celtic Colours International Festival – improve our marketing opportunities – program & web site .
- c) Doers and Dreamers Guide 2008 – to assist BABTA, NEHCC and Iona areas with their community marketing co-op in the guide.
- d) To search and explore e-marketing opportunities for the tourism industry in Victoria County and communicate to them through the Tourism corporate web site and appropriate channels.
- e) To promote experiences, packages, attractions, travel itineraries on the <http://www.visitvictoriacounty.com> with improved tracking and new features ie. Interactive Maps.
- f) To be a member of Destination Cape Breton and to work & partner with marketing opportunities that will benefit Victoria County.
- g) To provide funding assistance for local tourism associations on brochures/maps and web sites 50/50 cost sharing programs.
- h) To advertise in the Travel Cape Breton Guide for 2007.

Product Development

- a) To assist Baddeck & Area Business Tourism Association with their Branding project
- b) To assist the Cabot Trail Working Association in their TDA project - web site and map and to partner and work with the Municipality of Inverness County on this project.
- c) To assist Ingonish Tourism Steering Group with their TDA projects.
- d) To assist the Cape Breton Pathway Association TRANS Canada Trails project as well in developing, improving & mapping trails throughout Cape Breton Island.
- e) To communicate to the tourism operators and community organizations the various funding programs by the province and ECBC/ACOA for product development and their priorities
- f) To work with the NS Tourism Vision Team, NSTPC, TIANS, and NS Tourism, Culture & Heritage on programs and activities of mutual interest and benefit to Victoria County.
- g) To offer a capital projects funding program that will fund projects that will keep visitors staying longer in the area, provide improved or new products and increase tourism revenues.

Training

- a) To host the annual Victoria County Tourism Conference, in November 2006
- b) To assist the local tourism associations in putting on courses or workshops