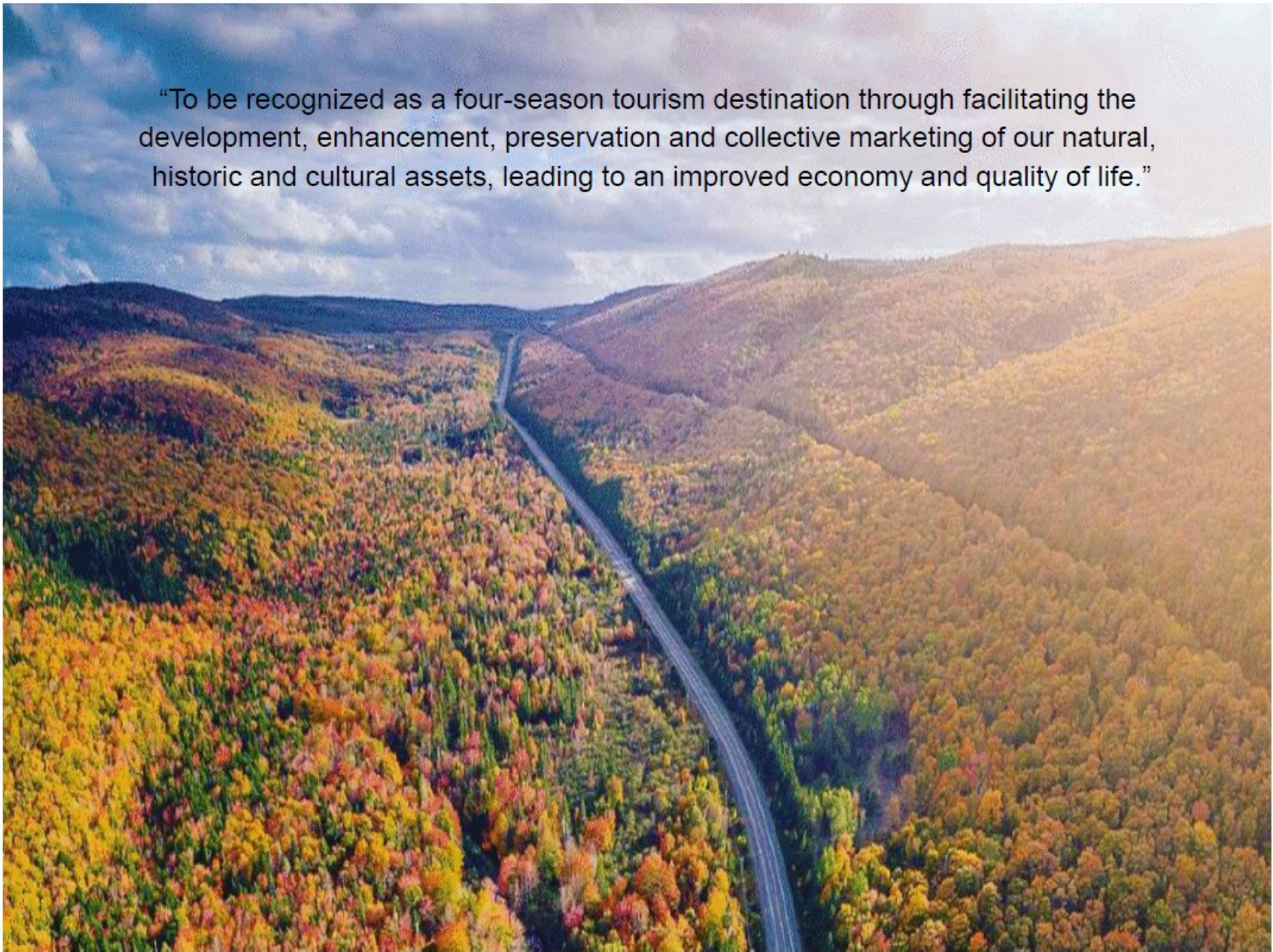


“To be recognized as a four-season tourism destination through facilitating the development, enhancement, preservation and collective marketing of our natural, historic and cultural assets, leading to an improved economy and quality of life.”



Cumberland Region Tourism Strategy

The Goal

Goals are clear, concise statements that outline what needs to happen with respect to tourism in the community if you are to achieve your vision. They provide direction for the objectives which are more specific and measurable. The goal reflects the vision, the future desired state of tourism in the Cumberland Region. To make the vision meaningful and achievable, as a committee we converted the vision statement into a set of objectives and actions.

In the Cumberland Region we are aligning with Tourism Nova Scotia's strategic plan to do our part in helping reach the provincial goal set out in the "Now or Never" report by the Ivany Commission guide, which is to reach \$4 billion in tourism revenues annually by 2024. Our goal is to increase the visitors length of stay in the Region by 2 days resulting in the average length of stay by "pleasure visitors" to 8.3 days and increase tourism revenues by 1% by 2024 which will result in an additional \$10,500,000 in revenues entering the local economy.

Develop and Promote Market Ready Tourism Products and Experiences That :

Attract More Visitors

+Encourage Them to Stay Longer

+Experience More

= Increased Visitation and Increased Spending

\$78,000,000 in Tourism Revenues by 2024

This goal will be achieved through a collaborative approach among tourism stakeholders and partners to achieve experience development priorities in the Cumberland Region.

The Strategy



5 Strategic Pillars:

- 1) Collaborative Tourism Leadership Structure
- 2) Branding and Marketing
- 3) Sustainable Tourism Asset Development
- 4) Communication, Engagement and Outreach
- 5) Extend Shoulder Seasons & Develop Winter

Objectives

Strategic Pillars	Objectives
1) Collaborative Tourism Leadership Structure	Implement the Strategy
2) Branding and Marketing	Develop brand, marketing and signage strategies to be used to market the Cumberland Region
3) Sustainable Tourism Asset Development	Encourage Sustainable Development of Market Ready Tourism Products, Support Anchor Attractions and Protect our Cultural and Natural Assets
4) Communication, Engagement, and Outreach	Improve collaboration, communication, awareness and engagement with tourism stakeholders
5) Extend Shoulder Season & Develop Winter	Increase visitation in shoulder seasons and develop winter.