

Cumberland Region 2019-2022 Draft Tourism Development Strategy

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May 14th, 2019



Objective:

To develop a tourism strategy that will maximize the value of tourism to the economy of the Cumberland region.

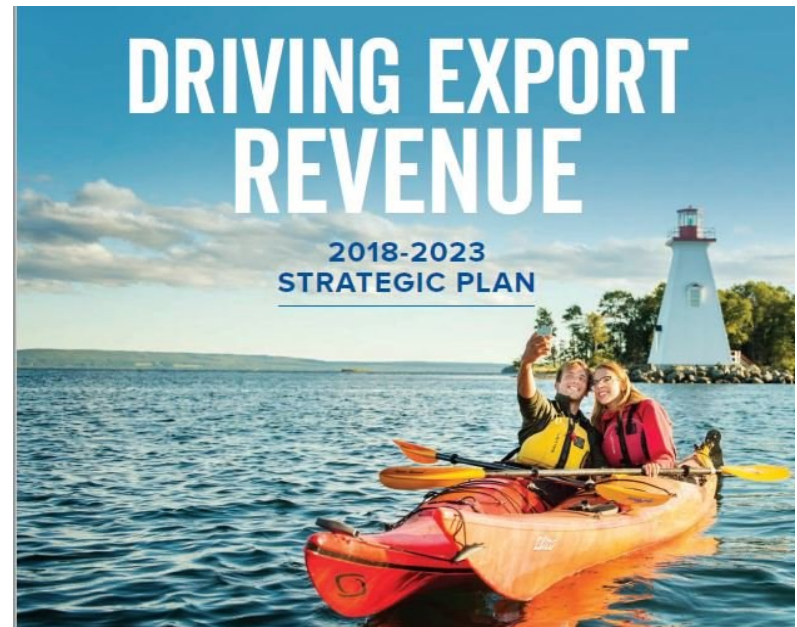


Tourism Strategic Planning Committee Industry Representatives

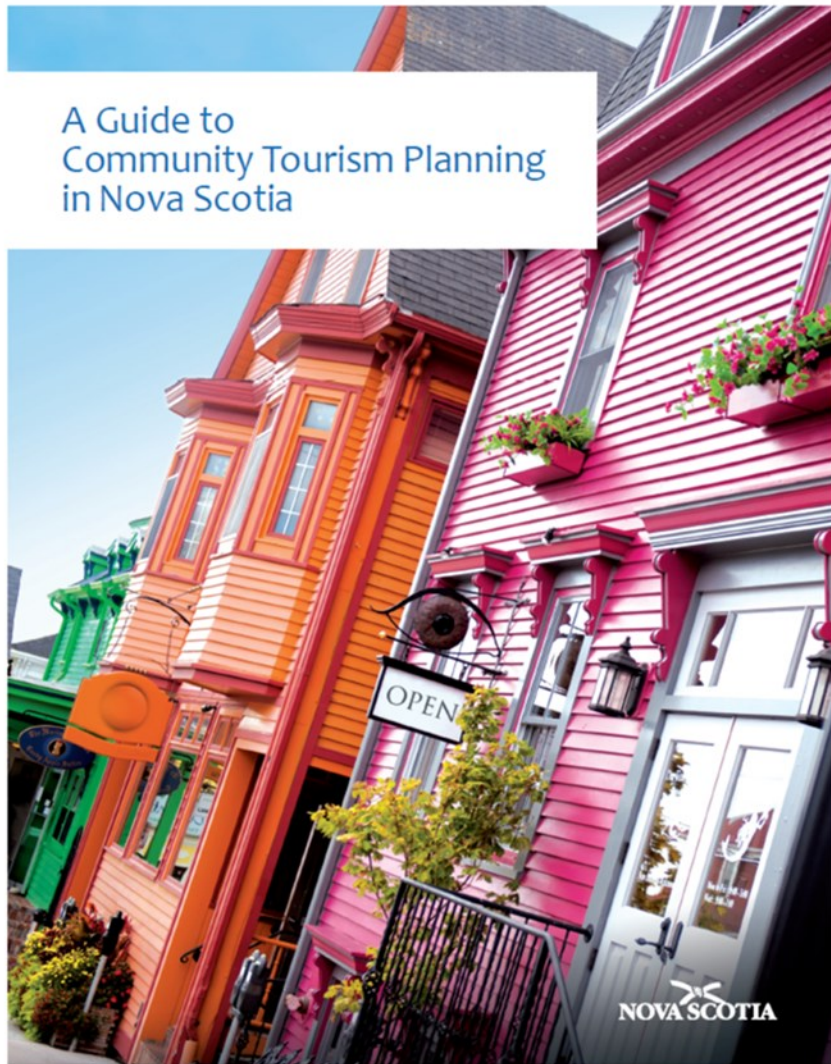


Strategic Alignment

- Three year tourism development strategy
- Supports the Town of Amherst and Municipality 2014 community economic development strategy
- Aligns with the 2018-2023 provincial strategy- “Driving Export Revenue”
- \$4 billion in tourism revenues by 2024



The Process



Assessing the Situation

- Complete Situation Analysis



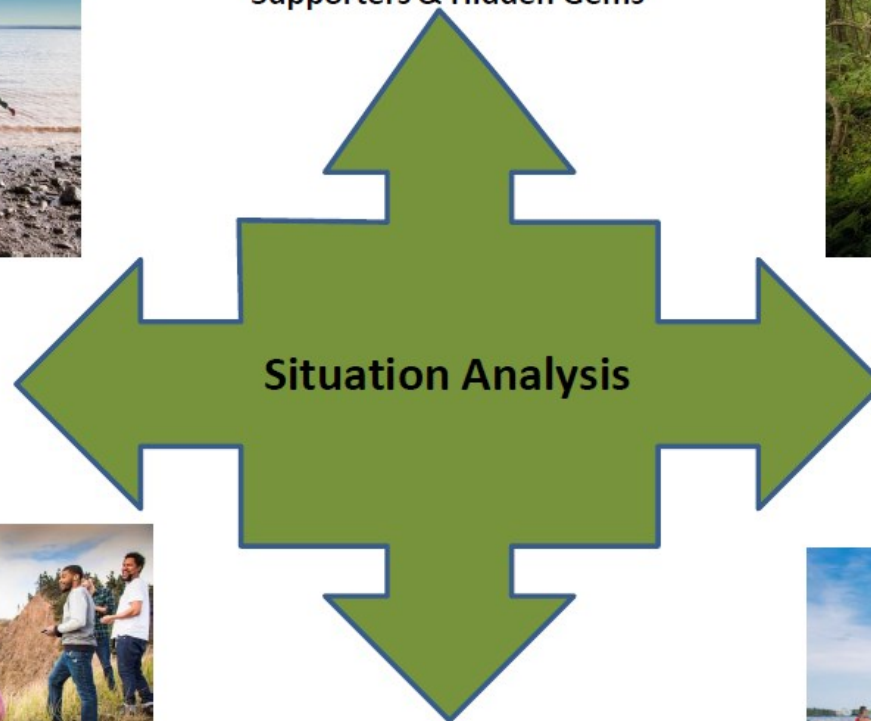
What are Visitors
Expecting?



Ideal Visitor



Demand Generators,
Supporters & Hidden Gems



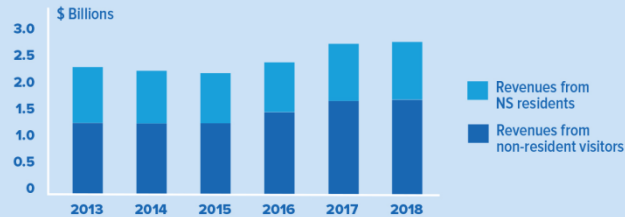
Situation Analysis

SWOT Analysis

2018 TOURISM PERFORMANCE

Higher-spending visitors drive tourism revenues growth

TOURISM REVENUES



Tourism revenues reached \$2.61 billion in 2018, an increase of 0.3% compared to updated revenues estimates for 2017. Growth in revenues was driven by non-resident visitor spending.

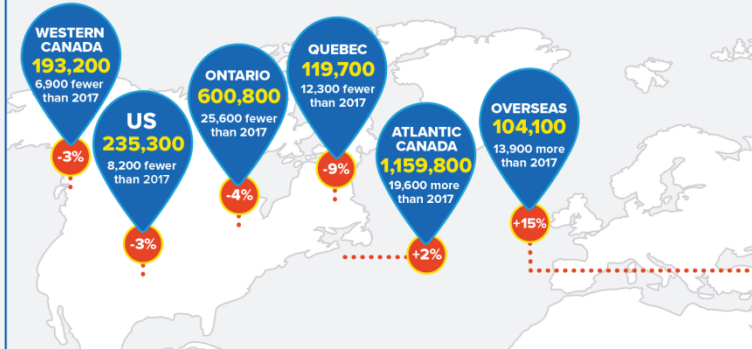


VISITORS



A slight decline of 19,500 visitors compared to a record number of visitors in 2017

WHERE OUR VISITORS ARE COMING FROM



LICENSED ACCOMMODATIONS IN NOVA SCOTIA

2.8 MILLION ROOM NIGHTS SOLD

19,600 more room nights compared to 2017

+1%



ROOM NIGHTS BOOKED THROUGH A SHARING ECONOMY PLATFORM

(Room nights booked through a sharing economy platform include both licensed and unlicensed accommodations)

426,000 bookings in 2018

+85% over 2017

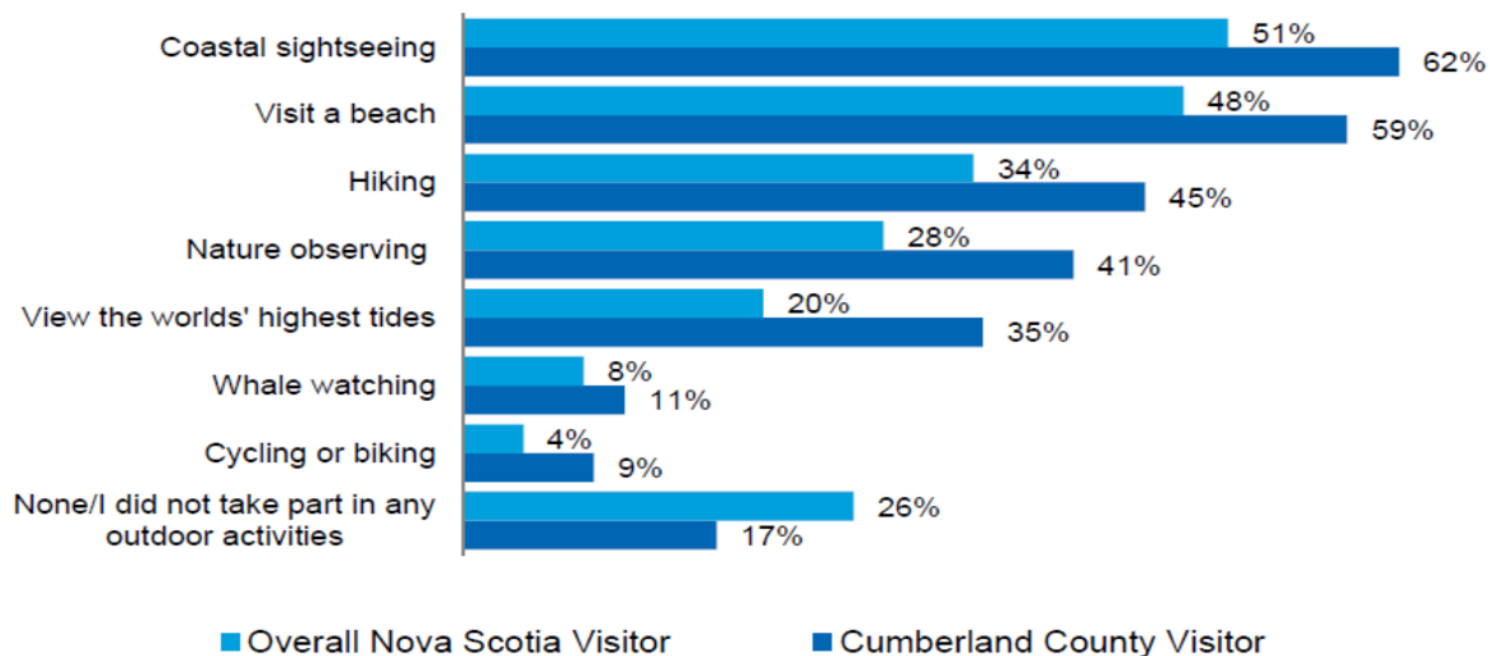


TOURISM NOVA SCOTIA

HOW THEY GOT HERE



OUTDOOR ACTIVITIES – PLEASURE VISITORS



Target Market

Cultural Explorers



Most likely to be seen at:
heritage sites
cultural events
museums
festivals
B&Bs
hostels

Authentic Experiencers



Most likely to be seen at:
nature reserves
world heritage sites
hiking trails
museums
home-stays
campsites

Free Spirits



Most likely to be seen at:
luxury hotel
tourism hot spot
top restaurant
night club
group tour

Cumberland Region Key Markets

- Atlantic Canada
- Ontario
- Quebec



Tourism Nova Scotia is successfully attracting international visitors from the following key markets:

- Northeastern United States
- Germany
- China
- United Kingdom



Demand Generators

- Experiences, attractions, events and activities can, on their own, motivate a stop or a visit for some market segments
- Six categories were identified as areas of focus regarding tourism products and experiences that have the greatest potential to drive demand and increase visitation-
 1. Regional culinary products and experiences
 2. Outdoor adventure
 3. Scenic trails and nature viewing
 4. Festivals and events
 5. “World class” experiences and products
 6. Local arts, culture and heritage



Strengths, Weaknesses, Opportunities and Threats

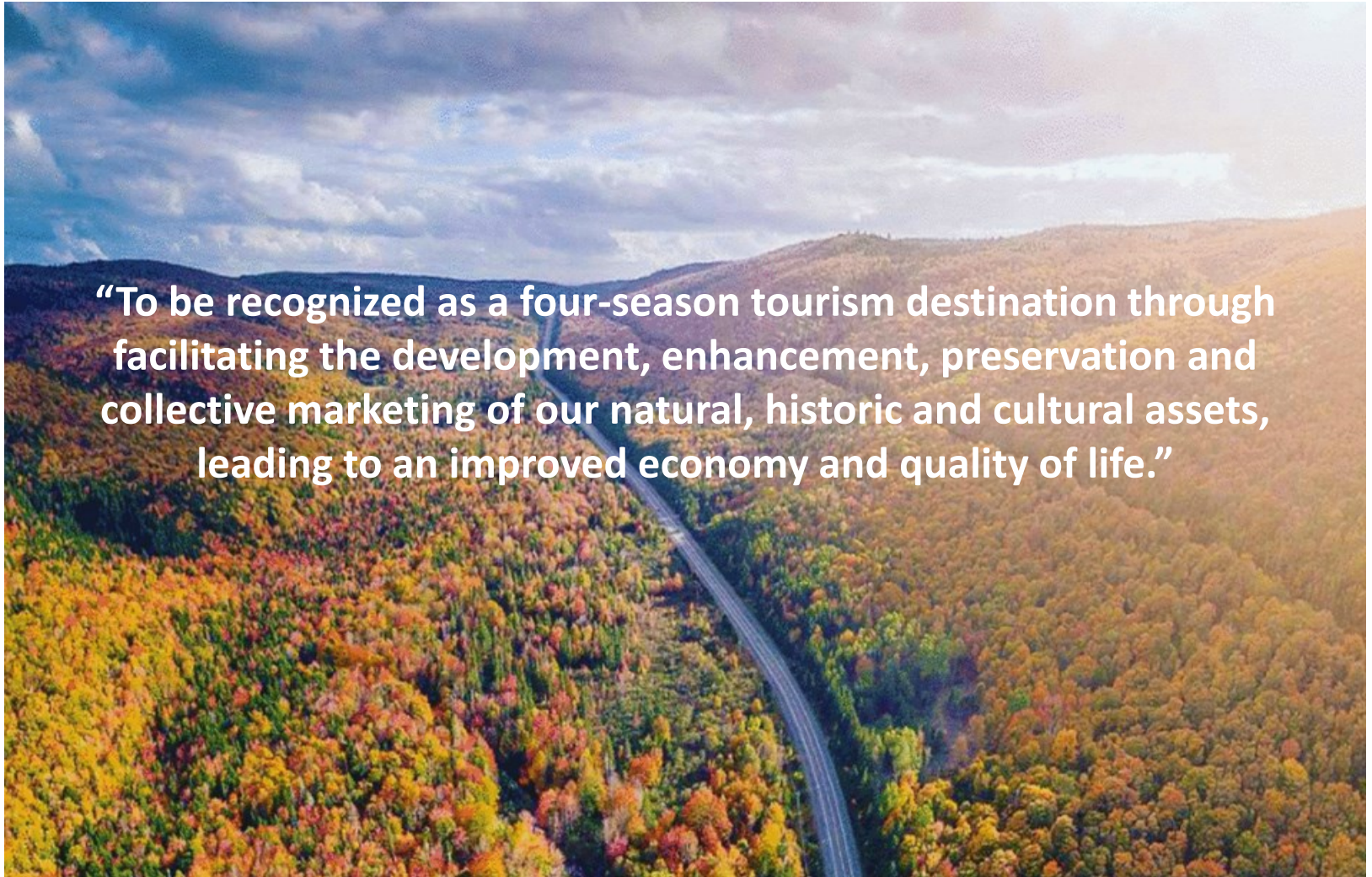
SWOT analysis was conducted to provide focus and help guide the strategic priorities outlined in the strategy.

- Stakeholder input- 5 engagement sessions held throughout the region



Developing a Vision, Goals and Objectives

- The vision statement provides direction, and guides the strategy; a vision is a future desired state.



“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.”

The Goal

- Our goal is to increase the visitors length of stay in the region by two days resulting in the average length of stay by “pleasure visitors” to 8.3 days and increase tourism revenues to \$81 million by 2024 resulting in an additional \$27 million in revenues entering the local economy.



5 Strategic Pillars

- 1) Collaborative tourism leadership structure
- 2) Branding and marketing
- 3) Sustainable tourism asset development
- 4) Communication, engagement and outreach
- 5) Extend the shoulder season and develop winter



Immediate Next Steps

- Develop a regional brand, marketing strategy and web-site
- In the process of securing funding





Thank you