

External Committee Report

Tourism Strategic Planning Committee

November 2018

Since my last report the Committee had a special meeting with Tourism Nova Scotia, who did a presentation on Tourism Nova Scotia Information & Opportunities. This gave an overview of the steps taken to encourage tourism, and what is being offered in this area.

The Committee reached out to the different communities to take part in the stakeholder engagement session. These sessions were attended by Industry stakeholders, Municipal staff, Councillors and Committee members. There were six engagement sessions held and topics of discussion included:

- Vision for tourism
- Current tourism strengths in the region
- Current gaps in the regions tourism product offerings
- Potential areas for tourism growth in the region
- Tourism concerns

After the engagement sessions were held the reports were compiled into a stakeholder engagement SWOT Summary Report:

- Strengths – 10
- Weaknesses -11
- Opportunities -14
- Threats – 10

With this information we will now move on to establish a Vision Statement and develop goals and objectives.