

Changing the Conversation About Tourism



UNION OF NOVA SCOTIA
MUNICIPALITIES CONFERENCE

November 4, 2015 | Westin Nova Scotian

Who We Are

*TIANS will Lead, Represent and Enhance the
Nova Scotia Tourism Industry*

- Formed in 1977
- Provincial Advocate for the Tourism Industry
- Represents More Than 1,200 Businesses
- 12-Member Elected Board of Directors
- Leadership & Communication
- Industry Programs

Board of Directors

Executive

Chairman	Glenn Squires - CEO, Pacrim Hospitality Services Inc.
Past Chair	Scott MacAulay - President, Cape Breton Resorts
Senior Vice-Chair	Jeff Farwell - President, Murphy's the Cable Wharf/ Ambassatours Gray Line
Secretary/Treasurer	Glynn Williams - Proprietor, Authentic Seacoast Company

Directors

Andrew Alkenbrack	General Manager, Cabot Links
Anne Campbell	Owner, NovaScotian Crystal
Jerry Staples	Vice President, Air Services Marketing & Development, HSIA
Carl Sparkes	Owner, Devonian Coast Wineries Limited
Franziska Fenselau	Owner, Canadvac Travel Services
Lorne Johanson	Owner, Alicion Bed & Breakfast
Donna Hatt	Marketing & Product Development Manager, White Point Beach Resort

Industry Leadership & Communication

Leadership	Communication
Signage Policy	Columnist – Nova Scotia Business Journal
Partial Hours Legislation	Changing the Conversation Narrative Toolkit
Fracking Wastewater	Presentations:
Pictou Air Quality	The Chronicle Herald Editorial Board
Red Tape Reduction	Regional Boards of Trade
UARB Mandate	Regional Chambers of Commerce
Aquaculture	Airports Council
Exhibition Park	Union of NS Municipalities

State of the Industry - Visitation

Distribution of \$2 Billion Tourism Revenues in Nova Scotia 2010

Halifax Regional Municipality	54%
Fundy Shore/Annapolis Valley	15%
Cape Breton	12%
South Shore	8%
Northumberland Shore	8%
Yarmouth/Acadian Shore	2%
Eastern Shore	1%

State of the Industry - Ranking

TABLE 3.5: INTERNATIONAL TOURIST ARRIVALS, 2000 VS. 2010 & 2011

2000			2010			2011		
Rank	Country	#	Rank	Country	#	Rank	Country	#
#1	France	77.2M	#1	France	77.1M	#1	France**	77.1M
#2	United States	51.2M	#2	United States	59.8M	#2	Unites States	62.3M
#3	Spain	46.4M	#3	China	55.7M	#3	China	57.6M
#4	Italy	41.2M	#4	Spain	52.7M	#4	Spain	56.7M
#5	China	31.2M	#5	Italy	43.6M	#5	Italy	46.1M
#6	United Kingdom	23.2M	#6	United Kingdom	28.3M	#6	Turkey	29.3M
#7	Mexico	20.6M	#7	Turkey	27.0M	#7	United Kingdom**	28.3M
#8	Canada	19.6M	#8	Germany	26.9M	#8	Germany	28.4M
#9	Russian Fed.	19.2M	#9	Malaysia	24.6M	#9	Malaysia	24.7M
#10	Germany	19.0M	#10	Mexico	22.3M	#10	Austria	23.0M
#11	Austria	18.0M	#11	Austria	22.0M	#11	Russian Fed.	22.7M
#12	Poland	17.4M	#12	Ukraine	21.2M	#12	Mexico	22.7M
#13	Greece	13.1M	#13	Russian Fed.	20.3M	#13	Hong Kong	22.3M
#14	Portugal	12.1M	#14	Hong Kong	20.1M	#14	Ukraine	21.4M
#15	Malaysia	10.2M	#15	Canada	16.1M	#15	Thailand	19.1M
#16	Netherlands	10.0M	#16	Switzerland	15.0M	#16	Saudi Arabia	17.3M
#17	Turkey	9.6M	#17	India	14.2M	#17	Greece	16.4M
#18	Thailand	9.6M	#18	Singapore	14.1M	#18	Canada	16.0M
#19	Hong Kong	8.8M	#19	Japan	13.2M	#19	Poland	13.4M
#20	Switzerland	7.8M	#20	Netherlands	12.9M	#20	Macau	12.9M

2012
#16



State of the Industry - Yield

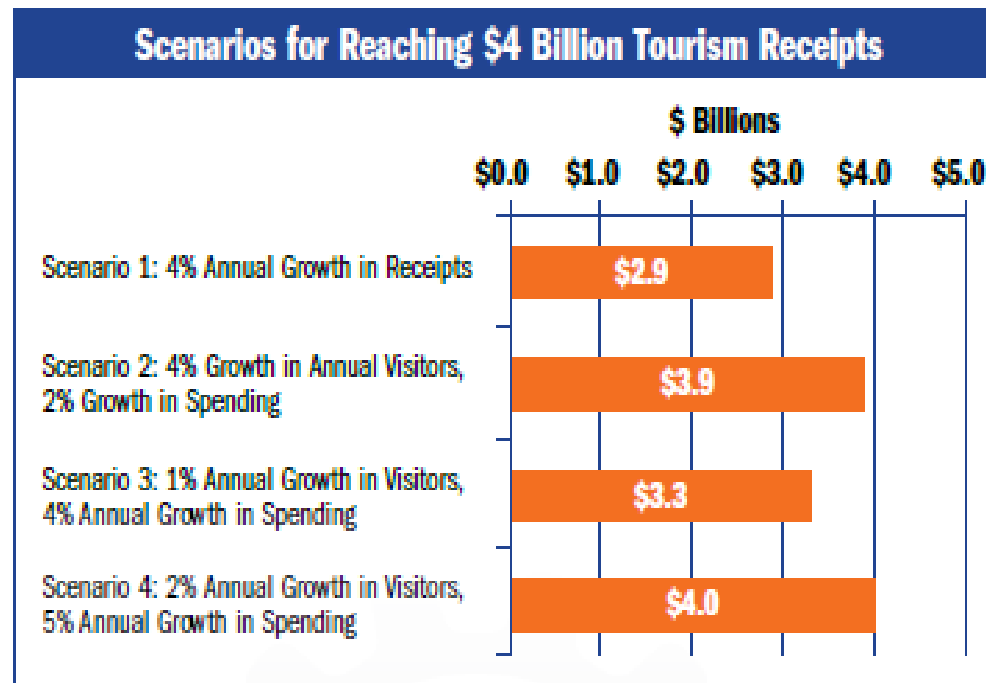
Foreign yield higher, but Canadian revenues 87 cents of every dollar



Industry Priorities



Growth Scenarios – Reaching \$4B



Industry Priorities – Game Changers

1. Strategic Leadership

2. Aggregating Funds for Sales and Marketing

3. Accountability for Public Investment in Tourism

4. Air Travel - Improving Access

5. Events Strategy

6. Expanding the Cruise Ship Industry

7. Product Development and Service Quality Improvement

8. Centre of Tourism Excellence - Best in Class Tourism Education



SWOT Analysis...

SWOT Analysis – Strengths

- Unique geographic features and natural attributes
- Rich culture and history; thriving arts sector
- A dynamic urban centre and international transportation hub
- A diverse and widely distributed base of tourism enterprises
- Many high value public assets
- Excellent air and marine travel infrastructure
- A strong industry association and advanced capacities for government/industry collaboration

SWOT Analysis – Weaknesses

- Tourism not treated as an export sector
- Tired product - many current enterprises are not investing in growth, product development and quality improvement
- Lack of innovation & investment and commercialized asset approach
- Lower rates of investment in tourism development and marketing
- Limited research and evaluation capacities to support evidence-based policy and decision-making
- A policy and regulatory environment that limits the international competitive position of Canadian airports
- Access to the province limited by weak public transportation
- Serious constraints on access to capital for tourism operators

SWOT Analysis – Opportunities

- A much-improved macroeconomic outlook (lower dollar, robust economic growth in the U.S., etc.)
- North American and European baby boomers entering retirement in relatively good health and with significant disposable income
- More and more middle class consumers in Asia and Latin America looking for international travel experiences
- Rapid expansion of affordable air travel (outside of Canada) supporting global tourism growth

SWOT Analysis – Threats

- Demographic and mobility trends jeopardizing future labour supply in Nova Scotia
- Declining fiscal capacity and risk of significant new spending restraint within the provincial government
- Instability in global markets and travel economy - oil prices, terrorism, regional conflicts, currency fluctuations, etc.



Game Changers for Tourism Success...

Strategic Leadership

- Industry endorsed the Long-Term Strategy for Tourism
- Identifies five Strategic Pillars
- TNS to lead implementation of the Tourism Strategy
 - Assign Responsibilities
 - Resource Accordingly
 - Measure Outcomes

Aggregating Funds for Sales & Marketing

- Deliberate review of Marketing Expenditures to leverage current Initiatives and promote the One Nova Scotia approach - this would:
 - Result in increased Direct Investment to build Canadian and International Market Share
 - Address the need for a Regional Strategy to build 365 day business
 - Levy Discussion - Needs Leadership

Accountability for Public Investment in Tourism

- Metrics for Public Investments are needed
 - Pre and Post Strategy for the Halifax Convention Centre
 - A Management Plan for Bluenose II
 - Nova Star Investment
- Nova Scotia First Approach

Air Travel – Improving Access

- TIANs supports establishment of a \$3 million annual Airline Incentive Program for HIAA
 - Projection of ROI - \$428 million generated in New Economic Activity by 2024
- Utilization of Airport Infrastructure and charters/services throughout the province
- 21 Airports in Nova Scotia

Events Strategy

- Implementation of a Provincial Events Strategy
 - that will see the development of Branded Events
 - Focus on growing International Visitation
- Coordination of random funds across departments to provide a better approach on Festival & Events Investment

Expanding the Cruise Ship Industry

- Stakeholders to create a Nova Scotia First approach to Cruise Tourism
 - Home Porting Turnaround Business
 - Rural Port Development - High Yield Small Cruise Lines (similar to airlines, incentives may need to be in place)
- Capture Rate - what are we doing to entice and measure Return Visitation

Product Development and Service Quality Improvement

- Government to establish NS Investment Fund for Tourism
 - which enables business to access Affordable Capital to re-invest and enhance product
 - Adjust policy to encourage Season Extension

Centre of Tourism Excellence

Best in Class Tourism Education

- Establishment of a Government/Industry Strategy to actively pursue Export Opportunities for expertise and products, related to Tourism Education

Tourism - #1 Service Export

Together We Can Make Real Change

Q & A

TOURISM...

RURAL PERSPECTIVE

“With a new and innovative rural approach to managing tourism in Nova Scotia we are confident that the Nova Scotia Tourism Industry can increase its contribution to the provincial economy at a faster pace than that forecasted by the Conference Board of Canada. Tourism growth is possible by attracting more visitors from strategic markets and increasing tourism receipts from both external and internal visitors. We will ensure a sustainable industry by encouraging and fostering quality experiences that meet the expectations of visitors and we will be accountable for our own successes and failures.”

TIANS