

## **Resolution 11A**

### **TOURISM PROMOTION OF THE INTERIOR OF NOVA SCOTIA **PASSED****

⇒ Region of Queens Municipality

**WHEREAS** the provincial tourism department is focused on the coast on its whole product positioning; and

**WHEREAS** the interior of the province is rich with lakes, woodlands, trails, heritage experiences and welcoming communities; and

**WHEREAS** places like Kejimikujik National Park and National Historic Site, New Ross Farm Museum and North Queens Heritage House provide outdoor visitor experiences and learning opportunities;

**THEREFORE BE IT RESOLVED** that the Union of Nova Scotia Municipalities make representation to Nova Scotia Tourism, Culture and Heritage to recognize and promote the interior of our province in addition to focusing on the coastal regions.

Forwarded to:

*Minister of the Tourism, Culture & Heritage*

#### **RESPONSE:**

*Thank you for sharing the recent resolution from the Union of Nova Scotia Municipalities. The resolution encourages Nova Scotia's Tourism division to represent the interior of the province in addition to focusing on the coastal regions.*

*Destination marketing is a competitive business. Our tourism brand was developed to lure visitors to our province by highlighting those things that help us stand out from our competitors. At the heart of our brand is our old world charm and new world pulse, shaped by the sea and the spirit of our people. We utilize our brand to lure visitors to our province, enticing them to experience all that Nova Scotia has to offer.*

*We also work closely with Regional Tourism Industry Associations (RTIA's) and Destination Marketing organizations in every region of Nova Scotia. These organizations promote their specific areas.*

*Our research does show that Nova Scotia's seacoast is a major draw for visitors to our region. It is a powerful lure, but not the only lure we use to drive visitors to our website - [www.novascotia.com](http://www.novascotia.com). On our website, in our travel guide, through our social media channels, and in our other marketing pieces you'll find highlights*

*and stories from our cities and towns, our outdoor adventures and our vibrant culture, all of which can be found in every corner of Nova Scotia.*

*This spring we will also launch a regional campaign called My Nova Scotia. This campaign will allow every Nova Scotian the opportunity to star in our television ads. It will also provide a platform to showcase our many communities and the experiences that can be discovered by our visitors.*

*Thank you to the members of the Union of Nova Scotia Municipalities for this resolution. We are always looking for opportunities to work with our partners. If you have any further questions or concerns, I encourage you to contact Stacey Jones-Oxner, Marketing Manager at 902-424-8984 or by email at [jones@gov.ns.ca](mailto:jones@gov.ns.ca).*

*The Honourable Percy A. Paris  
Minister  
December 23, 2010*