

# Hillsdale House Inn

A Storied House in a Storied Land



- ❖ Located in the town of Annapolis Royal
- ❖ Built as an Inn in 1859
- ❖ Registered Provincial Heritage Property
- ❖ 13 guestrooms
- ❖ Extensive public spaces
- ❖ Expansive grounds – over 12 acres



Hillsdale House Inn

Government of Nova Scotia | gov.ns.ca

**NOVA SCOTIA CANADA**

Economic and Rural Development and Tourism

KEY INDICATORS VISITATION STATS ACCOMMODATIONS CAMPGROUNDS MUSEUMS VICIS

TOURISM DIVISION **Research**

**2010 Nova Scotia Tourism Indicators**

(000s)	Total	Jan	Feb
<b>Visitor Entries (by mode)</b>			
Automobile Visitors	1,406	64	65
% Change	2	7	16
Motorcoach Visitors	48	2	2
% Change	-8	-36	-43
<b>Recreational Vehicle Visitors</b>	87.1	8.1	8.5
% Change	13	13	26
<b>Air Visitors</b>	602	32	28
% Change	-1	-22	7
<b>Total Visitors</b>	2,123	107	105
% Change	1	-5	7
<b>Accommodation Activity</b>			
<b>South Shore</b>			
Occupancy Rate (%)	37	19	25
% Pool Change	-1	-1	-1
Room Nights Sold	172	8	7
% Change	-1	-6	-4

**Competitive Analysis Data**

**Research**

**Visitor Profile Reports**

**2010 Nova Scotia Visitor Exit Survey: Quarterly Reports**  
The visitor profiles in these reports are based on preliminary data from the Visitor Exit Survey of non-residents to the province. These reports highlight the demographic and trip characteristics of non-resident travellers to the province, including party size, length of stay, trip purpose and leisure activities. During the Winter (January to March), Spring (April to June), Summer (July to September), and Fall (October to December).

**Emerging Markets Bulletin**  
This series highlights 10 with the most growth potential for Nova Scotia. We offer these bulletins as opportunities to consider as you make business decisions.

**European Segmentation Study: Atlantic Summary**  
In 2007, the Department (as part of the Atlantic Canada Tourism Partnership) partnered on a mix of qualitative and quantitative research to gain insights into our key European markets. More in-depth results can be found on the ACTP website.

**Tourism Activity and Motivation Surveys**  
Various reports from the national 2006 Travel Activities and Motivation Study (TAMS) can be found on the Government of Ontario website. TAMS was funded by Tourism, Culture & Heritage along with many other provincial and national tourism organizations.

**Exit Survey 2004 Report**  
Detailed visitor and trip profile information about non-resident travellers to the province, such as party size, length of stay, trip purpose and visitor expenditures. Visitor traffic flow throughout the province is also discussed.

**Executive Summary, Top Line Summary, Quarterly, Includes: Jan 2010, Feb 2010**

**Visitor Exit Survey Questionnaire**

**Canadian Tourism Commission**

**ACTP**

**Research**

**REZOVATION**

**Check in**

**Travel Trade**

**Directory Listings**

**Email Marketing**

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**Expedia** **travelocity** **hotels.com**

**HILLSDALE HOUSE INN WEBLOG**  
History Inn in Annapolis Royal, Nova Scotia

**Tools of the Trade**

A collection of social media and search engine logos arranged around a central wooden wagon. The wagon is labeled "Social Media Sandwagon" and contains a blue bird (Twitter) and various social media icons like YouTube, Facebook, and Flickr. The logos include Google, YouTube, Yelp, LinkedIn, Digg, Facebook, Foursquare, Twitter, Flickr, and Google Places. At the bottom, there is an orange banner with the text "Social Media".

A collection of logos for various Nova Scotia tourism and heritage organizations. The logos include Nova Scotia.com, Southwest Nova Scotia, Nova Scotia Vacation Packages, Travel Deals, Unique Country Inns of Nova Scotia, Bay of Fundy Tourism Partnership, Ocean Explorations "Zodiac" Whale Adventures, Parks Canada, Annapolis Heritage Society, Annapolis Highland Vineyards, Kings Theatre, and Annapolis Royal Golf & Country Club. At the bottom, there is an orange banner with the text "Product Development & Partnerships".

- ✓ Increased revenue
- ✓ Increased market share
- ✓ Increased repeat visitation
- ✓ Increased referrals
- ✓ Increased visits to website & blog
- ✓ 2008 Tourism Technology Award
- ✓ TripAdvisor Travelers' Choice Award 2010 & 2011
- ✓ 2010 Constant Contact All Star Award

2008  
Tourism  
Technology  
Award



**Measures of Success**

Adventures in Wine Country - Hillsdale House  
by TheFirstWatch



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"Follow" [Twitter.com/HillsdaleHouse](https://twitter.com/HillsdaleHouse) and receive exclusive offers. Only available to people who "Follow" us.