



Nova Scotia Tourism
**THE BUSINESS
ADVANTAGE**



EXIT 3

Opportunities
Inside

Nova Scotia:



A land of opportunity

Now is the time to invest in Nova Scotia. Changing demographics and shifting consumer behaviour are reshaping the tourism landscape. A changing marketplace offers new opportunities for tourism investment, and Nova Scotia is in the perfect position to take advantage of them.

Investment can involve a quantitative investment of funds such as development of a new tourism attraction. It can also include investments to enhance existing tourism products, expand

programming, strengthen market-readiness, and market development activity. There are opportunities for everyone; new and existing businesses, communities, stakeholder groups, regional development organizations, governments, and the investment community.

Regardless of the opportunity being pursued, now is the time to act. Nova Scotia's tourism industry is poised for success and we invite you to join us.







1.0 Opportunities for Investment in the Nova Scotia Experience

For suppliers of accommodations, attractions, and travel services of various kinds, there are attractive opportunities for investment in bringing ‘the Nova Scotia Experience’ to the marketplace.

1.1 Accommodations Development

Accommodation properties can do more than simply provide traveller services; they can also influence travel – basically, grow their own markets. Nova Scotia offers similar opportunities for investors and accommodation operators, as summarized below:

1. Higher-end accommodations properties of four and five stars are performing well in today’s marketplace, particularly those that offer a unique destination experience, or an experience that characterizes the destination. Some of them are ‘boutique hotels’, while others are unique character inns.
2. Demand-generating types of properties in Nova Scotia also include cottages by the sea, and resorts. Those upgrading their facilities and programming can build more business from more markets. Demand for cottages by the sea in Nova Scotia grew 27% from 2000 to 2005.
3. Many kinds of accommodations properties can enhance their demand-influencing potential and broaden their market mix, particularly for the shoulder and off season periods, through the addition of amenities and other types of guest services. Some examples include spas, meeting facilities, guided guest activities, etc.





1.2 Enhance Our Seacoast Experience

1. Nova Scotia has built a great reputation as a seacoast destination and, with the proper investment, could enhance that reputation and draw more visitors. Opportunities lie in those activities and experiences that celebrate the sea and allow visitors to experience Nova Scotia's rich culture:
 - Sea kayaking
 - Whale watching
 - Storm watching getaways
 - Great seafood
 - Coastal hiking
 - Diving
 - Boating
 - Cruising
 - Deep sea fishing

1.3 Special Event Experiences

1. Signature festivals and events are proven tourism demand generators. They also provide the major side benefit of building awareness of the destination. Nova Scotia and many of its communities have benefited from this in the past and have the opportunity to do even more in the future.
2. Nova Scotia has a rich music culture that is rooted in Celtic tradition but made contemporary by musicians with their own flavour and taste. We know that visitors love to experience our music – in festivals, in pubs, at parties and at home. There are growing opportunities to build on the success of past music events and to develop new ones: Celtic music, East Coast music, and music in general.
3. Nova Scotia is also an active part of Canada's sports scene and there are certainly opportunities to pursue more national and international sports events and perhaps to host more of our own, as well.





1.4 Special Interest Tourism

People travel for things that interest them, particularly if they are passionate about them. Nova Scotia has a lot to offer and there are real investment opportunities in this marketplace. Here are some examples:

1. Hobbies fit this model, and people travel to attend conferences, regattas, meets, competitions, learning programs and the like in fulfilling their hobby interest. Nova Scotia has opportunities in this marketplace, particularly for things the province is noted for – music, marine activities, military heritage, arts and crafts, etc.
2. Golfers are another such special interest sector. Nova Scotia has opportunities to grow its golf tourism sector by developing and promoting packages around golf events, multi-course experiences, golf schools, and so on.
3. Motorcycle touring has been a part of Nova Scotia's tourism scene for a number of years and, with recent promotions targeting motorcyclists, we have seen significant growth. This is a form of tourism that Nova Scotia is perfectly positioned to develop much further, given its world-renowned roads and scenery.





1.5 Contemporary Culture Tourism

People increasingly travel to experience and enjoy other lifestyles and learn from them. These are high-yield travellers that travel frequently. This marketplace offers investment opportunities for Nova Scotia. Examples include:

1. Wine, cuisine and agri-tourism experiences are a growing tourism phenomenon – and the trend has definitely arrived in Nova Scotia. Visiting wineries, sampling unique Nova Scotia cuisine, participating in a culinary learning experience, observing agricultural and artisan food production and visiting farms are all growing activities for visitors and Nova Scotians alike.
2. Wolfville and the surrounding area has the potential to be a destination area focused on agri-tourism, wine and cuisine, similar in part to Napa Valley in California. The opportunity is to develop Wolfville as a getaway destination for wine, culinary, agri-tourism, learning programs, etc. – those activities we would consider lifestyle experiences.
3. Adding visitor programming to economic activities is also happening in areas other than culinary-related fields. Examples include arts and crafts demonstrations at ÉCONOMUSÉE® establishments, in which crafts are demonstrated alongside their sale to consumers.





1.6 Cultural Heritage

Nova Scotia has a rich cultural heritage, along with a considerable number of historic sites and museums, some 27 provincial museums, 11 Parks Canada historic sites, as well as many more community museums. The opportunities here include the following:

1. Add more programming and special events to heritage attractions to enhance the experience and create reasons to visit more frequently. People enjoy visiting historic sites, particularly if something unique and compelling is happening while there. More visitors coming more often will generate new revenue opportunities.
2. Offering 'experiential learning' at a heritage site opens up new markets, specifically people who will travel and spend in order to have a more in-depth learning experience on a subject of particular interest to them. It is an area with significant opportunity for growth, particularly within the Family of Provincial Museums and Parks Canada sites in Nova Scotia.





1.7 Getaways

Market trends indicate that people are travelling more often but on shorter trips. And they are doing so on relatively short notice, when the mood strikes and when they see a window of opportunity to get away.

Nova Scotia has lots to offer in this marketplace, with notable opportunities of the following types:

1. Halifax is Atlantic Canada's urban hub and air gateway. And it is a city offering a robust range of lifestyle experiences to attract getaway visitors – dining, arts and culture events, nightlife, shopping, regional day trips of interest and friendly hosts at every turn. It is also a natural 'hub and spoke' destination that offers appealing day trips to the Annapolis Valley, the South Shore and other coastal areas.
2. The province's resorts, inns and cottage properties offer great getaway experiences in stunning settings, many of them on our famous seacoast.
3. The province's destination communities and regions also offer unique getaway experiences for both Nova Scotians and visitors.

In summary...

All in all, Nova Scotia offers a number of investment opportunities for investors, for tourism operators, for communities and for partnership projects of various kinds. Now is the time to invest in Nova Scotia. We encourage you to contact our team of professionals at the Department of Tourism, Culture and Heritage to discuss how we can help you and your business realize their full potential in Nova Scotia's vibrant tourism industry.

Contact us today



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Nova Scotia Department of Tourism, Culture & Heritage Tourism Division

World Trade and Convention Centre, 6th Floor
PO Box 456, 1800 Argyle Street
Halifax, Nova Scotia, Canada B3J 2R5
Phone: (902) 424-5000

Please also visit us online at
www.gov.ns.ca/tourisminvestment

