



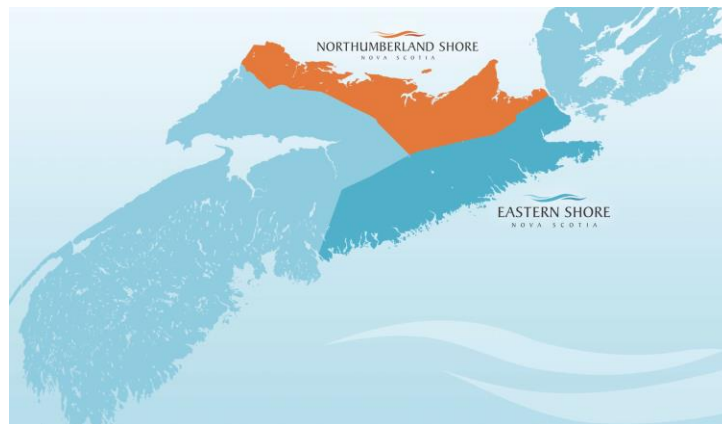
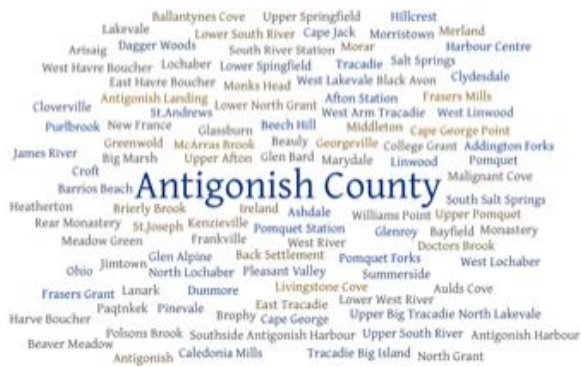
OUR STRATEGIC DIRECTION



Prepared by: NovaNature Adventures and Consultants

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DEANS Services 12 Municipalities with 420 Communities



Destination Eastern and Northumberland Shores (DEANS) has adopted a Coastal Nova Scotia as its brand. It is designed to create a distinctive flavor, discrete from other regions in Nova Scotia. It is meant to compliment the overall Tourism NS marketing strategy as a tourism region of Nova Scotia.

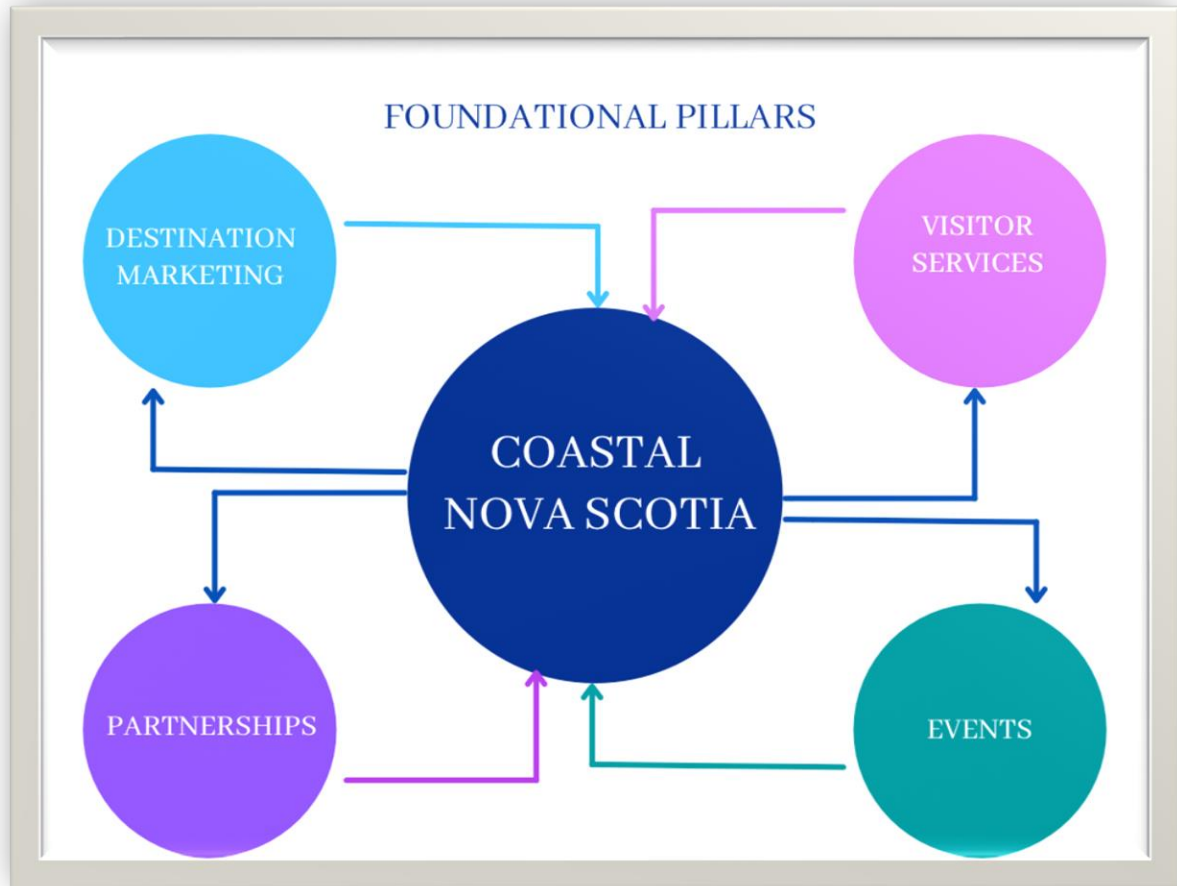


Mandate, Mission & Vision

Mandate - Market our two distinct shores and their tourism products to the Atlantic Canada region concentrating on Halifax and major entry points into Nova Scotia.

Mission - A vibrant and sustainable year-round tourism destination with thriving businesses, diverse communities, and proud people.

Vision - To champion and foster sustainable tourism on the Eastern and Northumberland Shores.



As part of our strategic focus group session, participants were asked to rank our strategic directions and objectives in order of importance. DEANS staff then took these rankings and created an internal action plan that we will focus on for the next 2-3 years.

Strategic Direction for Destination Marketing

1. Fully Develop the Coastal Nova Scotia Brand.

- Merge DEANS operations and geography with the Coastal Nova Scotia brand.
- Identify differentiators of Coastal Nova Scotia from other regional tourism destinations.
- Develop experiences to specifically highlight and promote the Coastal Nova Scotia brand.
- Create social media with scheduled posts, consistent messaging, and inspirational videos.
- Leverage key online platforms for trip planning to Coastal Nova Scotia.
- Focus trip planning on Coastal Nova Scotia, that can include visits elsewhere in a visitor's itinerary – Eastern and Northumberland Shores.
- Ensure that the Coastal Nova Scotia web site is aligned with and complementary to the Tourism Nova Scotia web site to maximize ease of search and sales.

2. Increase Shoulder Season Visitation to Coastal Nova Scotia.

- Work collectively to develop new authentic shoulder season attractions, experiences, and events.
- Use data collected from visitor feedback to improve shoulder season appeal and to forge new directions.
- Actively market shoulder new season attractions, experiences and events and refreshed bundle and package options.

3. Achieve a Solid and Sustainable Financial Base for DEANS Operations.

- Explore additional long-term core funding opportunities to supplement municipal and grant-based funding for the operation of DEANS.
- Look into the possibility of levies being used as part of a financial base that also fosters marketing and larger scale events.

Strategic Direction for Visitor Services

1. Become a Model of Visitor Service Delivery Through Innovation.

- Promote a concierge atmosphere in visitor service delivery inclusive of visitor information centres, tourism businesses, and citizens through dedicated training and programming.
- Explore examples of innovation in visitor service delivery and adopt as appropriate.
- Enhance and develop new FAM tours and training for tourism industry staff to increase their awareness of visitor offers throughout Coastal Nova Scotia.
- Develop a Coastal Concierge ambassador program, inclusive of training and Apps to support broader participation (citizens and businesses) in regional tourism promotion.
- Create and support a seniors ambassador program for Visitor Centres.
- Work towards staff retention to allow training investments to translate into continuous improvement in visitor service delivery.

2. Positively Impact Tourism Growth in Coastal Nova Scotia.

- Link Coastal Nova Scotia web site to individual businesses to facilitate itinerary development and on-line bookings.
- For events, develop pre- and post tours and experiences (community-industry planning and partnership arrangements).
- Encourage partnerships to create unique packages and product bundles.
- Ensure that our partners send their events to DEANS as a central portal.
- Ensure that tourism growth efforts benefit all cultural communities.

Strategic Direction for Events

1. Fully Implement the Events Strategy for Eastern and Northumberland Shores.

- Establish an effective team to mobilize the DEANS events strategy.
- Review the current events strategy, update as needed, and then prioritize actions to implement the creation of new events and to support existing events.
- Work with industry partners to develop pre- and post- packages for events.
- Coordinate the activities of the many partners in the implementation of the events strategy.
- Underscore the importance of event development in the regional economic growth for the Eastern and Northumberland Shores.

2. Assemble the Required Financial and Technical Investments to Achieve Significant Event Development.

- Establish a regional levy to secure baseline funding for the development and retention of events.
- Realize a position to develop policy and coordinate activities for effective event development.
- Seek government and private sector contributions to match with levied funds to foster larger events that will also have broad economic benefits for the region.
- Achieve funding and technical support to create an events App and digitized marketing.

Strategic Direction for Partnerships

1. Build Awareness of Tourism's Socio-Economic Significance.

- Engage the community on the value of tourism and the financial contributions the industry makes to local services in workshops and other media.
- Bring together representatives from other socio-economic sectors to create awareness of DEANS (and its tourism partners) and to foster strategic partnerships.
- Identify resources and potential partners to achieve awareness and delivery of exceptional tourism products and services.
- Challenge prevailing views about what constitutes tourism in Coastal Nova Scotia.

2. Develop and Strengthen Strategic Partnerships that Enhance Tourism Products, Services, and Revenue Generation.

- Enhance the complementarity and connectivity of marketing by the Department of Communities, Culture, Tourism and Heritage with Coastal Nova Scotia.
- Build community capacity through cross-sectorial partnerships to share information about potential and upcoming events to foster greater collaboration and coordination.
- Create regularly scheduled networking opportunities as part of Coastal Nova Scotia operations.

3. Leverage Relationships with Influencers to Promote Inclusive Offerings for all Communities.

- Garner better insights into the audiences visiting Coastal Nova Scotia.
- Using an intersectional lens, ensure all communities are served inclusively.
- Work collaboratively to develop tourism packages and bundles for interested minority groups