

WEST NOVA

Tourism

WHEREAS tourism is one of the major and most crucial industries to the Nova Scotia economy, it is necessary for us to adopt a policy that will cause tourism to flourish throughout the province. There are a number of strategies that should be implemented, including, but not restricted to, the following:

THEREFORE BE IT RESOLVED

- (1) Economic and Business Opportunities. All municipalities and Chambers of Commerce should be encouraged to adopt a travel and tourism business incentive program, to encourage an increase in the number o R.V. and camper parks.
- (2) Multimedia Promotion. The province needs a strong multimedia promotion to market Nova Scotia as a destination for the entire U.S. eastern seaboard, taking in all demographics, including the many seniors' parks in Florida. There should be aggressive and direct marketing to all tour bus companies, since tour buses carry anywhere from 40 to 60 passengers, all of whom will want accommodation, food, entertainment, and shopping facilities.
- (3) Ferries to Nova Scotia, including the Yarmouth International Ferry. An accommodation promotion package could be offered to those who purchase a ticket to the province via any of the ferries that docks in Nova Scotia. Passengers arriving via ferry could be offered a 10% discount on any B & B, inn, hotel or motel. This would be available during the ferry season only. Travel on a ferry would hence be more rewarding and would encourage tourists to extend their stay. Walk-on passengers with no vehicle would be offered a 5% discount. This discount could be extended to tour
- (4) Ports of Entry. At any port of entry there should be a vehicle rental agency to respond to walk-on passengers who require a vehicle. Travelers will be encouraged to rent a vehicle to travel to our provincial parks, seacoasts, and wilderness areas.
- (5) Visitor Information Centres. These assets are underutilized. They are used well at our first point of contact, during the tourist season, when visitors arrive. But they can do

so much more. They can be utilized throughout the year, to house focus groups, meetings and tourism strategy sessions. This use would be much more practical than leasing offices, paying for off-site facilities, and using other structures rather than making use of those already extant.

(6) Yarmouth International Ferry. The Yarmouth ferry has had a spotted existence in recent years. Its future depends perhaps on the Nova Scotia taxpayer and what the public will invest in it. One possibility is to move away from third party leasing to a program of joint provincial and taxpayer ownership of the appropriate vessel through shares and purchase options. If the ownership is in the hands of the province and of the people, return on investment will come to the people, not to an outside group. The Yarmouth International Ferry can function best as an asset that the province and the people of Nova Scotia own together.
