

## **2004-2005 Tourism Priorities for Victoria County**

### **Research**

- 1) To provide an annual tourism industry statistical report on Victoria County using stats from tourism indicators, visitors information and tourism revenues. Utilize the tourism benchmarks to compare past years. Include Nova Scotia Tourism Stats.
- 2) To provide an annual report on the TAX Impact study of tourism properties in Victoria County who pay commercial taxes and new building construction value.
- 3) To launch the tourism.victoriacounty.com portal web site that provides tourism operators with latest news, announcements, research & stats, publications and reports, marketing opportunities and product development.
- 4) To update & maintain on a regular basis the tourism.victoriacounty.com web site
- 5) To develop partnerships and maintain working relationships with departments and organizations that provide current and useful tourism statistics.

### **Marketing**

- 1) To participate in the Cape Breton's Masterpiece marketing co-op organized by ICON Communications. Generate traffic on our web site and track visitors.
- 2) To participate in the FAB 4 marketing co-op that includes a fulfillment piece at Trade Shows as well as on their web site. Generate traffic on our web site and track visitors.
- 3) To participate as a partner in the Celtic Colours International Festival with ad in their program as well on their web site. Generate traffic on our web site and track visitors.
- 4) To have reciprocal links on cbisland.com, novascotia.com, regional tourism sites ie. BABTA and NEHCC etc. and others
- 5) To participate as a partner with other four Cape Breton Municipalities and Destination Cape Breton on Trade Shows.
- 6) To partner with Victoria County CAP Sites Association and its members and provide training, materials, web sites links for visitors to their CAP Sites in the summer season.
- 7) To provide funding assistance to tourism organizations for the 2005 Doers and Dreamers Guide
- 8) To provide limited funding assistance to tourism organizations in developing and printing brochures and maps.
- 9) To develop and launch a new visitor web site for Victoria County
- 10) To provide limited funding assistance to tourism organizations in the designing, development and maintaining tourism destination area web sites.

## **Product Development**

- 1) To assist NEHCC on the next step of their Sustainable Tourism report.
- 2) To assist BABTA with the Geographical Destination area project with Nova Scotia Tourism Partnership Council and NS Tourism, Culture & Heritage.
- 3) To provide a small capital funding program with tourism and non-profit organizations based on 50/50 cost sharing.
- 4) To provide information on the tourism.victoriacounty.com web site on product development programs and services from the NSTPC, NS Tourism, Culture and Heritage, CTC, ECBC/ACOA and Cape Breton Growth Fund.

## **Training**

- 1) To partner with TIANS and host two Technology and Web site Best Practices Workshops.
- 2) To work with tourist associations and assist them in other training programs ie. packaging workshops, superhost etc.
- 3) To host a one day tourism conference in the fall for operators.