

Southwest Nova Tourism Task Team
Media Release
July 25, 2014

For immediate release:

Southwest Nova Tourism Task Team Working to Bring More Visitors to Nova Scotia

The Southwest Nova Tourism Task Team is helping to build and market innovative tourism experiences in southwestern Nova Scotia to attract more visitors, and encourage them to stay longer and enjoy all the exciting things to see and do throughout the region.

Task team chair and Yarmouth Mayor, Pam Mood announced that six new tourism marketing projects will receive funding through an investment of \$180,990 to market and raise the profile, experiences and unique locations of Southwest Nova Scotia.

"There is much to celebrate in our region and the importance of marketing cannot be overstated," said Mayor Mood. "These marketing projects will build on the great work currently being done to showcase all we offer, which encourages more visitors to stay longer."

The task team funding is supporting activities worth more than \$1 million from established, registered not-for-profit organizations that provide geographic representation, regional promotion and market tourism-related experiences of destinations that benefit Southwest Nova Scotia.

"Tourism operators across this region have been working hard to create great experiences that will attract new visitors to Southwest Nova Scotia," said Zach Churchill, Minister of Natural Resources and MLA for Yarmouth. "These marketing projects and the experience projects announced in March help to build our tourism sector, draw in more visitors, and provide a tremendous opportunity for our local economy."

The Annapolis Valley Chamber of Commerce received funding for its marketing project "The Annapolis Valley - Simply Extraordinary" and executive director, Judy Rafuse says, "This funding will greatly assist our efforts to strategically market the Annapolis Valley as a competitive tourism destination. We are already actively promoting our unique Valley products and experiences to potential visitors in the Maritime region."

The successful bids were selected through an application process designed to support marketing projects with a demonstrated ability to provide direct-to-consumer tourism marketing support to motivate travel to and throughout Southwest Nova Scotia and increase tourism revenues.

The Southwest Nova Tourism Task Team was struck by the provincial government in May 2013 in response to recommendations from the *Report of the Expert Panel on a Yarmouth-US Ferry*. With a provincial investment of \$1 million, the team is working to enhance the tourism experience in southwestern Nova Scotia and market the region to ensure the ferry's success.

With the remaining funding, the task team will turn its attention to additional opportunities to market the region and the exceptional products and experiences on offer for visitors.

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Southwest Nova Tourism Task Team funding recipients:

Category: Marketing			
	Recipient	Marketing Project	Approved Funding
1.	Annapolis Valley Chamber of Commerce	The Annapolis Valley - Simply Extraordinary: Impact the local economy of the Annapolis Valley region through a variety of marketing campaigns designed to increase the sales and profits of regional restaurants, wineries, retailers and attractions.	\$50,000.
2.	La Société Touristique Bon Temps d'Argyle	Acadian Skies & Mi'kmaq Lands: Gain the Starlight Tourism Destination and Reserve certifications and provide the marketing and resources necessary to turn the Starlight project into a sustainable regional tourism initiative.	\$50,000.
3.	Yarmouth & Acadian Shores Tourism Association	Yarmouth & Acadian Shores Marketing: Maximize the return on marketing dollars by increasing awareness of the vacation experiences available in the Yarmouth and Acadian Shores region via the development of a complete branding solution.	\$50,000
4.	Le Village historique acadien de la Nouvelle-Écosse	Acadian Passport: Capitalize on the unique Acadian stories that are told at numerous attractions in the region to increase regional and site-specific visitation.	\$13,065

5.	Shelburne County Tourism Association	Shelburne County Tourism Association Marketing 2014/2015: Promote Shelburne County as a desirable travel destination and increase awareness of new and existing experiences through target and online marketing activities.	\$11,900
6.	Region of Queens Municipality	Queens Market-Ready Experiential Vignettes & Aerial Photography Project: To effectively position Queens County as a destination through the creation of experiential vignettes and the production of aerial photography to be integrated into the social and online marketing activities.	\$6,025
<i>Total Tourism Marketing Program Funding:</i>			\$180,990