



NOVA SCOTIA TOURISM ICONS

July 2018
Tourism Nova Scotia

TOURISM
NOVA SCOTIA 

BACKGROUND

- Initial research was undertaken in 2013, recognizing that iconic destinations and attractions are important catalysts for tourism, and therefore economic development. This initial study developed a definition for tourism icons and evaluated 26 potential icons.
- The process was expanded in 2018 to include consumer research with recent visitors, using Tourism Nova Scotia's Online Advisory Panel, as well as reviewing the list of potential icons and refreshing the evaluation process.
- The consumer research collected 1,100 responses from pleasure travellers from outside of Atlantic Canada who visited Nova Scotia at least once in the past five years.
- The study was completed by Economic Planning Group of Canada.

EVALUATION OF POTENTIAL ICONS

- Nine criteria were used to evaluate potential icons:
 - Overall awareness;
 - Delivery of a unique and authentic Nova Scotian experience;
 - Ability to motivate selection of Nova Scotia as a destination;
 - Attractive, compelling, and engaging visitor experience;
 - Travel-related recognition;
 - Visitation;
 - Extent to which visitation is planned in advance of visit;
 - Level of market readiness; and
 - Recommendation as must-see/must-do.

EVALUATION OF POTENTIAL ICONS

- Potential icons were grouped in three categories: Destinations, Attractions, and Activities/Experiences. Across the three categories, 33 potential icons were assessed.

DESTINATIONS	ATTRACTIONS	ACTIVITIES/EXPERIENCES
Halifax waterfront	Halifax Citadel NHS	Lobster/Seafood
Bay of Fundy	Bluenose II	Lighthouses
Peggy's Cove	Maritime Museum of the Atlantic	Beaches
Cabot Trail	Fortress Louisbourg NHS	Bay of Fundy tides
Lunenburg	Alexander Graham Bell NHS	Whale watching
Digby	Canadian Museum of Immigration at Pier 21	Coastal hiking
Annapolis Royal	Port Royal NHS	Cycling
Baddeck	Kejimikujik National Park	Wineries
Wolfville	Grand Pré NHS	Golfing
	Joggins Fossil Cliffs	Tidal bore rafting
		Acadian culture festivals, events & experiences
		Celtic culture festivals, events & experiences
		Mi'kmaq culture festivals, events & experiences
		African-Nova Scotian culture festivals, events & experiences

EVALUATION OF POTENTIAL ICONS

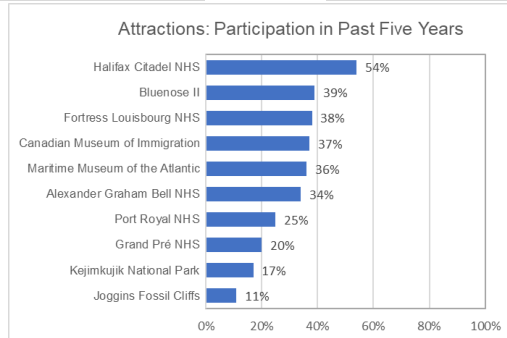
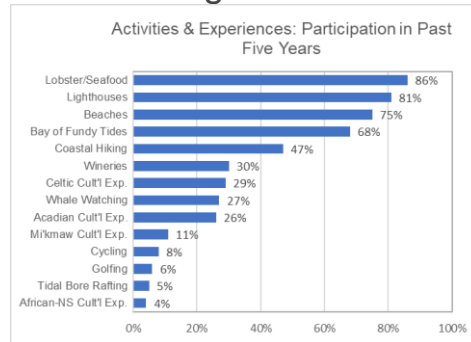
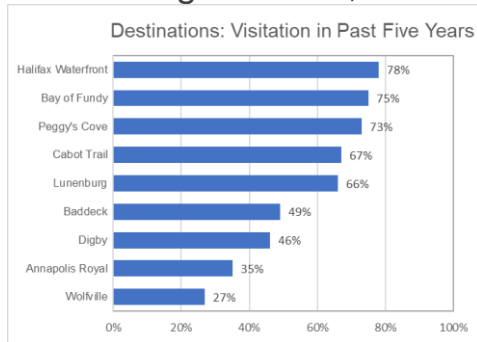
- The Cabot Trail stands out in terms of its role in motivating the selection of Nova Scotia as a destination, its critical importance to trips, and as a highlight of the overall trip.
- There is high visitation/participation levels, and a strong role in trip motivation for Nova Scotia's seacoast-related destinations and experiences, such as Bay of Fundy/Fundy tides, Peggy's Cove, beaches, Lunenburg, the Halifax waterfront, and coastal hiking.

EVALUATION OF POTENTIAL ICONS

- The importance of seafood/lobster to Nova Scotia's appeal as a pleasure travel destination is evidenced by the strong data on this experience – not only participation, but high levels of awareness and critical importance to the trip, as well as high levels of advance planning.
- Attractions, smaller communities, and niche activities generally are not as iconic as the major destinations and experiences. They do not motivate travel to Nova Scotia to the same extent, nor do they have the same visitation levels or advanced planning. However, several of these (e.g., Baddeck within the Cabot Trail, Annapolis Royal within Bay of Fundy) fall under or are a part of iconic activities, destinations, and experiences.

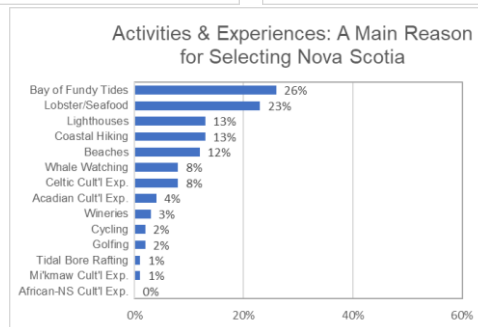
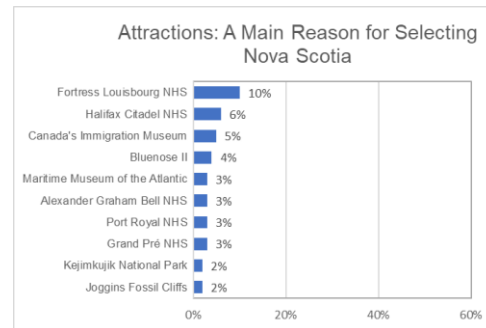
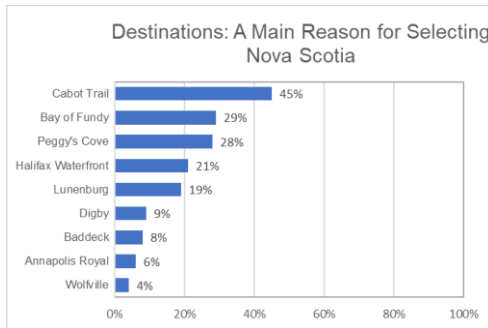
EVALUATION OF POTENTIAL ICONS

- The most visited destinations and activities (two-thirds of respondents or more) were seacoast-related: including the Bay of Fundy, Peggy's Cove, the Halifax waterfront, lobster/seafood, beaches/lighthouses, Cabot Trail, and Lunenburg.



EVALUATION OF POTENTIAL ICONS

- The Cabot Trail was a main reason for the selection of Nova Scotia as a trip destination for 45% of respondents. Seacoast-related destinations and experiences such as Bay of Fundy/Fundy tides, Peggy's Cove, lobster/seafood, Halifax waterfront, and Lunenburg are also significant trip motivators.



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A Nova Scotia tourism icon delivers a compelling and unforgettable experience that is uniquely and authentically Nova Scotian, and provides a strong competitive advantage in motivating travellers to visit the province.

- Through the 2018 evaluation, five iconic Tier 1 Nova Scotia destinations have been identified:
 - The Cabot Trail;
 - Bay of Fundy and Fundy tides;
 - Peggy's Cove;
 - Lunenburg; and
 - Halifax Waterfront.
- One iconic Tier 1 activity/experience has been identified:
 - Lobster/Seafood.

NOVA SCOTIA TOURISM ICONS

- The following have been identified as Tier 2 iconic destinations, experiences, and attractions. These are either icons for niche markets or activities, or not quite icons in their own right but are part of an icon experience:
 - Fortress Louisbourg National Historic Site;
 - Lighthouses;
 - Coastal hiking;
 - Halifax Citadel National Historic Site;
 - Golf;
 - Beaches;
 - Whale watching; and
 - Celtic culture festivals, events, and experiences.