

Towards a Guysborough County Tourism Strategy

First Workshop Results: Larry's River, 14 November 2018

<u>TOURISM STRENGTHS</u> (Group Comments)	Priority Assessment by Number of Votes	Timing Of Action Votes	Summary comments from Facilitator
Major events bring people here. Existing ICON (Sherbrooke village). Our renowned attraction (Sherbrooke village) is valued as a unique experience destination. Major flagships in Guysborough county tourism include Sherbrooke Village, Stanfest, Grand Fondo and others. Cornerstones for our strategy. Circuit of community festivals required.	11 Critical <u>8 Important</u> 19	0 Spring 2 Year One 1 Years 2-3	Major events and iconic attractions are critical and are needed to expand our tourism reach. Action may be able to wait.
We have space, we have opportunities to grow & create. Guysborough county is an isolated beauty-we have nothing to do. We have room & starry skies. Not People spoiled. Nature experience provides the road less travelled. Rugged unspoiled coastlines. Coastlines-Our beautiful, untouched coastline is appreciated by visitors. Guysborough co natural environment and beauty attracts tourists.	9 Critical <u>9 Important</u> 18	2 Spring 1 Year One 1 Years 2-3	Natural space and beauty were identified as critical components for a future strategy. Action is to be ongoing.
Natural talent around heritage, arts and crafts. Need better awareness of cottage industry.	4 Critical <u>6 Important</u> 10	3 Spring 3 Year One 0 Years 2-3	Arts and crafts identified as key components. Action to be taken soon.

<p>Hospitality of the people give tourists a good experience. Hospitality creates connections for tourists. Genuine People make you feel like you're at Gramma's.</p>	<p>2 Critical <u>4 Important</u> 6</p>	<p>0 Spring 0 Year One 1 Years 2-3</p>	<p>Our hospitality is seen as important. Already actioned by our very nature.</p>
<p>Lobster industry a unique experience. Guys co wharfs and marinas are an asset to the area. Guy co Fishing industry is a tourist attraction.</p>	<p>3 Critical <u>3 Important</u> 6</p>	<p>0 Spring 0 Year One 7 Years 2-3</p>	<p>Fishing and marinas seen as important. Action can wait.</p>
<p>Recreation-Our abundance of recreation opportunities is being utilized (beaches, trails).</p>	<p><u>1 Critical</u> 1</p>	<p>0 Votes</p>	<p>Recreation is often tied to nature.</p>
<p>Our Culture and diverse communities allow for authentic experience. Our culture helps visitors find connections. Our diverse history and cultures connect us.</p>	<p><u>1 Critical</u> 1</p>	<p>0 Votes</p>	<p>Culture is important – noted in several places in workshop.</p>
<p>Passion of Tourism Operators & volunteers.</p>	<p>0 Votes</p>	<p>0 Votes</p>	<p>Intangible, but a real asset.</p>

TOURISM WEAKNESSES
(Group Comments)

<u>TOURISM WEAKNESSES</u> (Group Comments)	Priority Assessment by Number of Votes	Timing Of Action Votes	Summary comments from Facilitator
<p>Lack of tourism infrastructure discourages tourists. Poor Infrastructure discourages visitors and us. Connectivity-our need to provide adequate connection to enable digital culture. Infrastructure-the expansion of Infrastructure is critical to support additional tourists. Trees along marine drives lack tourist viewpoints. Guy co has a lack of accommodations which leads to low tourism numbers.</p>	<p>15 Critical <u>10 Important</u> 25</p>	<p>1 Spring 2 Year One 6 Years 2-3</p>	<p>Infrastructure is seen as a critical weakness for tourism in Guysborough County.</p> <p>Action to be taken in the next few years.</p>
<p>Marketing- we need to create regional brand supported by a marketing strategy. Guys co East-West connection is not utilized or well-marked. Tourists have already made travel plans before they get to NS. Need to identify our unique story! No "Big Identity" results in spinning wheels. We need to define our brand to guide our development & marketing.</p>	<p>15 Critical <u>6 Important</u> 21</p>	<p>5 Spring 5 Year One 2 Years 2-3</p>	<p>Defining our brand and marketing it once defined is seen as critical.</p> <p>Action to be taken ASAP.</p>
<p>Insufficient funding and support from NS and Federal Government. Need to influence investments for rural areas. City-centric view limits our potential.</p>	<p>6 Critical <u>9 Important</u> 15</p>	<p>8 Spring 1 Year One 1 Years 2-3</p>	<p>Related to the lack of infrastructure is the investment made in growing population areas and not shrinking ones, which perpetuates the problem.</p> <p>Action needs to be taken ASAP.</p>

<p>Tourism staff don't promote Guys County. People can't / don't find us (only 1.3% of NS tourism market share). Bad signage lead to low tourism traffic and confusion.</p>	<p>6 Critical <u>7 Important</u> 13</p>	<p>5 Spring 1 Year One 2 Years 2-3</p>	<p>Tourism promotion and signage is an important issue.</p> <p>Action to be taken soon.</p>
<p>Lack of Coordination for events.</p>	<p>3 Critical <u>8 Important</u> 11</p>	<p>1 Spring 2 Year One 2 Years 2-3</p>	<p>Events need to be timed better to maintain ongoing tourism offer.</p> <p>Action in next few years.</p>
<p>Need to Modernize approach to tourism.</p>	<p>0 Critical <u>7 Important</u> 7</p>	<p>0 Votes</p>	<p>Modernizing our approach is seen as important.</p> <p>Action over time.</p>

NEW OPPORTUNITIES
(Group Comments)

	Priority Assessment by Number of Votes	Timing Of Action Votes	Summary comments from Facilitator
<p>Promote our culture. Incorporate many aspects into an experience i.e., cultural, history, nature. Artisans - To create a cultural hub to showcase our diverse talent. Connect and promote our chain of history/culture e.g., Acadian history.</p>	<p>14 Critical <u>9 Important</u> 23</p>	<p>4 Spring 6 Year One 3 Years 2-3</p>	<p>Creating a cultural hub is seen as critical for tourism – supporting our artists and crafters.</p> <p>Action to be on-going.</p>
<p>Develop Marine Tourism. Develop costal colour festival and/or tour to draw people like has occurred with Celtic Colours – maybe a “Lobster Pallooza.” Guys co needs more awareness of marine opportunities in the area.</p>	<p>16 Critical <u>5 Important</u> 21</p>	<p>2 Spring 5 Year One 3 Years 2-3</p>	<p>The development of marine/coastal tourism offers are critical.</p> <p>Action to be ongoing.</p>
<p>There is a major opportunity to increase tourism with RV Parks. Develop camping RV sites.</p>	<p>15 Critical <u>3 Important</u> 18</p>	<p>4 Spring 3 Year One 0 Years 2-3</p>	<p>RV camping sites are very important to meeting needs.</p> <p>Action to be taken soon.</p>
<p>Develop current resources to promote tourism trail routes and services with online social media and paper. Guys co need more digital awareness (social media).</p>	<p>4 Critical <u>12 Important</u> 16</p>	<p>3 Spring 1 Year One 0 Years 2-3</p>	<p>On-line and social media are very important to promoting tourism.</p> <p>Action to be taken soon.</p>

<p>Market to ourselves to learn about what is going on. Promote cross-promotion. Opportunity to have Guys co residents/ businesses as ambassadors.</p>	<p>8 Critical <u>5 Important</u> 13</p>	<p>5 Spring 4 Year One 0 Years 2-3</p>	<p>Awareness of everyone’s activities within the Guysborough County tourism community is seen as very important to achieve effective promotion.</p> <p>Action to be taken very soon.</p>
<p>Guysborough life-style complex with a year-round opportunity for tourism. Need to become a four-season destination to expand experiences and create new experiences for all seasons.</p>	<p>4 Critical <u>7 Important</u> 11</p>	<p>0 Spring 1 Year One 8 Years 2-3</p>	<p>Developing four-season offers is seen as very important.</p> <p>Action to be taken in next few years.</p>
<p>Family-friendly attractions are required. Diversification of attractions is also required to appeal to all ages. Should we build the biggest something?</p>	<p>1 Critical <u>8 Important</u> 9</p>	<p>0 Spring 0 Year One 6 Years 2-3</p>	<p>New attractions seen as important.</p> <p>Action to be taken over time.</p>
<p>Work more closely with municipal neighbors. Three municipal partners can work together to avoid duplication and to achieve cross promotion and cooperation.</p>	<p>3 Critical <u>5 Important</u> 8</p>	<p>2 Spring 1 Year One 2 Years 2-3</p>	<p>Strategy may be an important first step in collaboration among Guysborough County Municipalities.</p> <p>Action over time.</p>
<p>Develop hands-on experiences so our visitors are immersed and achieve a sense of belonging to the place.</p>	<p>4 Critical <u>2 Important</u> 6</p>	<p>2 Spring 1 Year One 0 Years 2-3</p>	<p>Sense of place is seen as important.</p> <p>Action soon.</p>

<p>Ecotourism diversify needs to be formalized and we need to share our eco-tourism opportunities.</p>	<p>1 Critical <u>2 Important</u> 3</p>	<p>0 Votes</p>	<p>Clarification required.</p>
<p>Access to crown land for development.</p>	<p>1 Critical <u>0 Important</u> 1</p>	<p>0 Spring 1 Year One 5 Years 2-3</p>	<p>Clarification required.</p>