

Pictou Waterfront & Hector Heritage Quay Tourism Development Plan – Supplementary Marketing Material



Hector

Heritage Quay

Prepared for: **Town of Pictou Recreation, Tourism & Culture**

Prepared by:



in association with

the Tourism Company

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Pictou Marketing Recommendations

The survey of accommodation properties illustrates the importance of the Ontario, US (mid-Atlantic and New England) and Quebec markets to Pictou's tourism sector. This makes sense given the strong focus of the Nova Scotia Tourism Partnership Council on these same markets as well as the proximity of the markets. The survey also illustrates the very high proportion of travelers coming to Pictou by car, either personal or rental.

Marketing efforts should focus on the major urban areas in New England and the Mid and South Atlantic regions of the US as well as Toronto and Montreal. For the greatest impact, marketing activities should be leveraged through partner programs with the Nova Scotia Tourism Partnership Council or the ACTP. The following chart presents recommended priorities for marketing activities over the next two years. In the longer term as more product is developed other market segments such as cruise, adventure and learning vacations can be pursued in a stronger manner. The overseas markets should be viewed as a tertiary or longer term opportunity.

Target Market Priorities (2 Years)							
Principal Activity Market Segments	Focus		Geographic Target Markets				
	Consumer	Travel Trade or Affinity Groups	Already Visiting Region	Atlantic Provinces (Nova Scotia, PEI, NB)	Toronto & Montreal	Short Haul US (New England)	Longer Haul US (Mid and South Atlantic)
History & Culture - Personal Car	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
History & Culture - Fly/Drive	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
RV & Motorcoach		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Adventure	<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Family Touring	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Special Events				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	

- Secondary market

- Primary market

The primary geographic targets should be the larger urban areas in each of the three US regions as follows:

- **New England** - Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont - Boston
- **Mid-Atlantic** - New Jersey, New York, Pennsylvania - New York City, Philadelphia
- **South Atlantic** - Delaware, DC, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia - Washington, Baltimore.

There are several current pieces of research that provide some useful insights into the proposed target markets in the US. Key considerations from these two research databases are summarized below.

1. **Source:** *The Historic/Cultural Traveler, 2003 Edition*, TIA and Smithsonian Magazine
 - Historic/cultural travelers typically take overnight trips (average 7 nights), are higher spending than the US traveler norm and travel in summer – they have a high propensity to also visit beaches, visit national or state parks and shop.
 - 38% travel in the summer followed by 23% in the fall and 22% in the spring – the mature segment is slightly more inclined to travel in the fall and spring than baby-boomers.
 - More often state that event-based activities are motivations for trips (30% indicated a performing arts event and 28% indicated a fair or festival was the motivator).
 - The internet is by far the most important source for planning a trip (58% of frequent cultural travelers used the internet versus 48% taking recommendations from friends or relatives and 26% from a travel book or guide and 33% from a provincial travel guide).
 - 40% planned the activities for the trip beforehand and 38% planned the activities when at the destination – those prompted by an event were more likely to plan before – 56% planned the trip within a month of the travel date; very last minute.
 - One in four historic/cultural trips include children.
 - Most often travel by car.
 - The largest origin states in order of priority are South Atlantic, Pacific, East North Central and Mid-Atlantic while the New England market is the smallest.
 - South Atlantic is the largest destination – the Mid-Atlantic is the 4th largest destination.
 - The largest proportion are professional or managerial types.
 - Close to half live in cities larger than 2 million.
 - Most likely to be aged 35 – 54 years or older working couples (retired market is a bit smaller).
 - A large proportion add extra time for additional activities while on their vacation (31% added one or more days and 17% added part of a day).
 - Many historic/cultural travellers rent a car as a secondary mode of transportation (32%) on an air trip.
 - Trips by baby-boomers are more likely to include air travel than older age groups.

2. **Source:** *Geotourism: The New Trend in Travel*, TIA sponsored by National Geographic Traveler, 2003
- Geotourism is a new term for the growing market segment that are concerned with preserving a destination's geographic character – the entire combination of natural and human attributes that make one place distinct from another.
 - One third of all US travellers say they are influenced by the actions travel companies take to protect the environment and/or sustain local culture.
 - Nearly 4 in 10 travellers say they would pay between 5 – 10% more to support companies that protect and preserve culture and history.
 - The market segment with the greatest potential for Pictou is the “Geo-Savvys”:
 - The most highly traveled segment
 - 16.3 million adults
 - 43 years average age
 - affluent
 - Half live in large cities (over 2 million), and the largest proportion live in the Pacific region followed by the East North Central, South Atlantic and then Mid Atlantic (5% are in New England). - They are the most likely segment to do the following:
 - Visit destinations with historic and archaeological sites (83%)
 - Frequent small scale accommodations run by locals (81%)
 - Visit small towns and rural areas (80%)
 - Have a strong interest to learn about their destination's people, history and culture.
 - Highest level of interest in reading about or watching shows about history and culture.
 - A high proportion volunteer for historic, cultural or educational organizations or visit local art galleries and museums.
 - Have well developed social consciences and are very environmentally conscious at home, and they often buy organic foods.
 - Highly likely to select a travel company that strives to preserve the history and culture of destinations.

Pictou does not yet have sufficient critical mass of attractions and supporting infrastructure to be considered a destination area on its own for the more distant markets. Most will likely be touring visitors spending short periods of time in Pictou. In recognition of this fact, it will be critical for Pictou to partner with other attractions and communities (for example in Cape Breton or on PEI) and promote broader experiences, circuits and touring routes, and create packages that appeal to each of the target markets interests. Increasing visitor yield and attracting more, higher yield visitors as well as increasing length of stay should be key objectives. Special events should be used to create compelling reasons to visit and should be an integral part of the marketing mix.

Marketing partnerships with RV Park operators to pursue the RV markets and with car rental agencies to pursue the fly/drive markets should be considered. Relationships with Scottish affinity groups (i.e. the St. Andrews Society of Philadelphia) and with

historical/cultural organizations (i.e. Smithsonian Institution) in the target cities should be considered. Partnerships with other heritage attractions as well as key natural heritage attractions such as National Parks and prominent beach destinations should be considered in pursuing the family markets as well as the historic/cultural travellers. Creative PR approaches with appropriate media should be an integral part of the marketing program. Rather than spending expensive advertising dollars, the emphasis should be on free media coverage and editorial generated through media familiarization tours and other promotions.

The LOHAS Journal (http://www.lohasjournal.com/app/cda/nbp_cda.php) is a good example of a magazine that is targeted to the Geotourist markets. LOHAS stands for Lifestyles of Health and Sustainability. Organic Style (<http://www.organicstyle.com/>) is a Canadian magazine that appeals directly to these markets.

These recommendations and ideas are all intended as examples only. The Pictou marketing plan should be developed with proper research and lots of creativity.

The Pictou web site should be viewed as an integral marketing tool. The site should be enhanced with more interactive options like a newsletter, visitor testimonials or travel writer reviews, lists of tour operators, packages/driving routes and touring suggestions. The Philadelphia tourism web site at www.gophila.com is a good example of an effective web site.

Finally, it is critically important for Pictou to begin to collect statistics on visitors. This can be done by enlisting the support of local accommodation operators and attractions operators. An annual monitor of visitor origins, characteristics and levels of satisfaction should be initiated.