

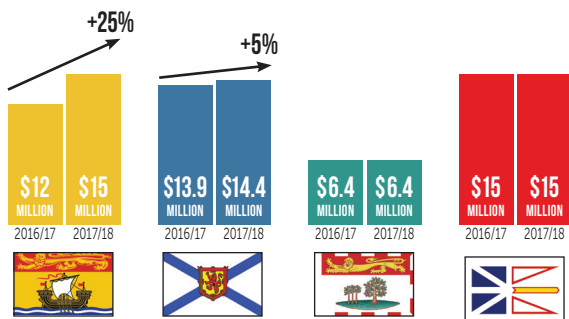
IF YOU SPEND IT, WILL THEY COME?

When it comes to tourism, Atlantic Canada's provincial governments believe in the power of promotion. They may be on to something

BY ALEC BRUCE

No Cut\$

Both New Brunswick and Nova Scotia increased their tourism marketing investment between 2016/17 and 2017/18, while Prince Edward Island and Newfoundland and Labrador held the line



Goal\$

All four provinces reported the same objectives during the fiscal years 2016/17 and 2017/18: increased visitor traffic; increased visitor spending; and, secure local jobs. They also aligned in methods used: advertising, media relations, digital marketing and trade events. The differences were in what they were selling, who they were selling it to—and results achieved

NEW BRUNSWICK

- Strategy
- Invest in food tourism brand
 - Enhance history/culture destination travel
- Target markets
- United States
 - Québec
 - International Francophonie
 - Europe
 - Rest of Canada
- Rate of return* 5

NOVA SCOTIA

- Strategy
- Attract first-time travellers
 - Target un/under-developed traveller markets
- Target markets
- China and the Asia-Pacific
 - United States
 - Europe
 - Rest of Canada
- Rate of return* 3–5



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PRINCE EDWARD ISLAND

Strategy

- Enhance food tourism brand
- Invest in the Green Gables brand and festivals/events

Target markets

- Central and Western Canada
- United States
- Atlantic provinces
- Europe
- Japan

Rate of return* 3–5

NEWFOUNDLAND AND LABRADOR

Strategy

- Promote the “great outdoors”
- Enhance history/culture destination travel

Target markets

- Northern Europe
- Western Canada
- Atlantic provinces
- United States

Rate of return* 2–5

**For every dollar invested, this is the rate of return (i.e. for every \$1 invested, \$2 to \$5 is returned)*

It’s working

A healthy budget lifts all ships: all four provinces report increased visitation and increased tourist spend

	NEW BRUNSWICK		NOVA SCOTIA	
	TOURISTS	AMT. SPENT	TOURISTS	AMT. SPENT
2016/17	1.8M	\$1.0B	2.2M	\$2.6B
2017/18	2.0M	\$1.3B	2.4M	\$2.7B
Increase	+10%	+30%	+9%	+7%

	PRINCE EDWARD ISLAND		NEWFOUNDLAND AND LABRADOR	
	TOURISTS	AMT. SPENT	TOURISTS	AMT. SPENT
2016/17	1.4M	\$433M	553,000	\$560M
2017/18	1.5M	\$447M	558,000	\$575M
Increase	+7%	+3.3%	+1%	+3%

Sources: Tourism Nova Scotia, Tourism PEI (the Department of Economic Development and Tourism); Tourism New Brunswick, (the Department of Tourism, Culture and Heritage); Newfoundland and Labrador Tourism (the Department of Tourism, Culture and Innovation)

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