

What is the Tourism Destination Area Self-Guided Workbook?
And why should you use it?

Around the world tourism destinations are constantly working to distinguish themselves in the marketplace. The emphasis of Tourism Destination Areas is to enable your destination to operate at the highest level it can achieve. This Workbook focuses on providing a clear appraisal of your current tourism situation and as part of a process provides the forum to generate discussion for tourism potential in your destination.

The Workbook is organized in 10 sections to accompany the 10 critical elements identified for a Tourism Destination Area. The Workbook is designed to ask thought provoking questions which will allow your destination to realistically assess its current situation. In some cases, the answer may not be a simple 'yes'/'no' or the required information may not be readily available. The questions are guides to expand your thinking by being creative and consider everything your destination has to offer. Do not get discouraged if you can not answer all the questions. Be realistic, gauge where your destination stands. A Glossary of Terms is included to clarify key words.

We recognize that these are challenging questions which we hope will generate much discussion and mobilize your community to take future action. Consider the answers or in some cases blanks, to be measurements in which you can compare future tourism activity. Take this opportunity to capture on paper your current and potential tourism opportunities to visitors.

While this process requires a commitment of time and energy, your community's investment will be rewarded through the insights and directions gained. Upon completion of the Workbook, you should have a clear picture of your destination's current situation, and the directions and planning that might be pursued to further improve tourism success and advance your community as a Tourism Destination Area.

Your Destination Area:

Explain why your area would like to become a Tourism Destination Area (TDA).
(e.g. to increase tourism revenues, improve quality of life etc.)

1604 saw the arrival of Sieur de Mons, Samuel Champlain, and their company of French explorers to the shores of the current Annapolis Basin. Upon entering the basin, Champlain remarked that this sheltered harbour was vast enough to safely anchor 1000 ships. So impressed was he by this harbour that he immediately named it Port Royal. Annapolis Royal and Nova Scotia have been welcoming visitors since 1605.

Annapolis Royal has a rich history and is an area of many first:

- First European settlement in Canada;
- Port Royal was the capital of Acadia;
- Annapolis Royal which was the first capital of Nova Scotia and the birthplace of Canada;
- First fur trading company on the continent was established at Port Royal;
- First shipyard by Champlain;
- First road construction in Canada – from Digby gut to Port Royal by Champlain;
- First distillation of tar and turpentine conducted by Poutrincourt and Hebert at Port Royal – 1606;
- First social club “ Order of Good Cheer” – 1606;
- First dramatic performance was enacted in North America; Neptune’s Theatre written by Marc Lescarbot – 1606;
- First dykes were built by Louis Hebert;
- First grist mill in Canada operated by water power to grind wheat to flour;
- “Jesuit Relations” provide confirmation that the beginning of American orchards was at Port Royal, Acadia plantings- 1606;
- First cutlery in Canada, knife that “cut like a razor” was produced at Port Royal – 1607;
- First capital of Acadia and Nova Scotia; 1605-1749;
- First official Scottish settlement in America at Port Royal – 1629;
- First British woman in Canada of whom there is any record; Lady Home, wife of Sir George Home, At Port Royal – 1635;
- First high school in New France at Port Royal – 1635;
- First Nova Scotia Admiral in British Navy, Admiral Phillips Crosby, was born in Annapolis Royal – 1721;
- First Sunday school combined with day school – Annapolis Royal 1728;
- First English school teacher in Canada, licensed in Great Britain, Rev. Richard Watts – Annapolis Royal 1728;
- First recorded services of Church of England in Canada – Annapolis Royal 1790;
- First Court administering English Common Law within what is now the Dominion of Canada, sat within the walls of Port Royal – 1791;
- First tidal power plant project in North America – Annapolis Royal 1981;
- First national historic site;
- Oldest fire department (1811);
- Oldest building (English);
- Oldest Acadian building (Sinclair Inn);
- Oldest streetscape (131 heritage Buildings).

There is no other place in Canada where you can stroll through four centuries of built heritage including Acadian settlements, gardens, costuming, theatre, and music.

In the late 80’s Annapolis Royal was in a state of decline and the town and its residents came together and formed the Annapolis Royal Development Commission. A strategic plan was developed and Annapolis Royal became an area that can offer visitors an authentic Acadian, Nova Scotian and Canadian experience with our built heritage and our living history and genealogy.

Identify the geographic boundaries covered by your destination.
(If necessary, provide a map) see Appendix A

The Destination Annapolis vision provides for three components of geography;

The Core Area:

Town of Annapolis Royal and immediate area of Port Royal, Granville Ferry, Route 1 to the Belleisle marsh, south to Lequille and east to Upper Clements Park.

The Supporting District:

From the shore of the Bay of Fundy

Circled by Hampton, Bridgetown, South Milford, Bear River, Smith's Cove, Victoria Beach, Delap's Cove, and Parker's Cove.

Our TDA Partners or satellite destinations are provided in Appendix A. While this area is designated as a tourism "hub", there are a number of "spokes" for a complete "hub and spoke" concept. These spokes include the following:

- Bear River First Nation (confirmed)
- Kejimikujik National Park and National Historic Site (confirmed)
- Centre for Applied Geomatics (confirmed)
- The Digby Pines (confirmed)
- Fundy Shore
- Digby Neck and the Islands (not confirmed)
- Domaine D'Or (not confirmed)

While our Destination area is small it is conveniently located to enable an extended stay with daytrips to nearby attractions. While we have already talked to the Bear River First Nation, Kejimikujik National Park and National Historic Site, the Centre for Applied Geomatics, the Digby Pines, and Domaine D'Or, we see a real opportunity to partner with others to expand our tourism destination area to include other willing partners.

Section 1: Competitive Advantage

A tourism destination area must possess a competitive advantage over other destinations, something recognizable by visitors as a unique or appealing asset. This competitive edge affords the potential to draw new, significant visitor traffic to an area.

A This area is considered to stand out from other destinations because:

As one of the oldest European settlements in Canada, Annapolis Royal is one of only fifteen National Historic Districts in the country. In 1605 the area was settled by a small group of French explorers led by Samuel de Champlain and Sieur de Mons. The French named the new land Port Royal and built the Habitation as a centre for their operations in Acadie.

Over the years, Annapolis Royal has established a reputation for leadership in heritage preservation, arts, culture, and the preservation of the environment.

- In 1981, the Town was awarded a Regional Award of Honour for the preservation of Annapolis Royal by the Heritage Canada Foundation; it was also awarded a National Award of Honour for an outstanding contribution to the conservation of Canada's built heritage.

- The Town of Annapolis Royal was Canada's first designated National Historic District.
- In May 2001, the Town was awarded an FCM Sustainable Community Award in the waste category for its "Zero-Waste 2005" program. On April 27, 2006, the Town's Zero Waste management program was featured at the East Cost Environmental Conference in Halifax as an example of how to maximize residential diversion.
- In 2002, the Annapolis District Board of Trade was awarded the Chamber Pot Award for the Chamber of Commerce showing the largest increase in membership.
- On October 18, 2004, Annapolis Royal was awarded the Gold Award under the International Awards for Liveable Communities, a designation that is recognized by the United Nations. In 2005, the Town was designated as one of five Cultural Capitals of Canada by Heritage Canada.
- In 2004, Annapolis Royal was awarded four blooms under the provincial Communities in Bloom program with special mention for cultural heritage conservation. In 2005, the Town was awarded four blooms at the national level with special mention for cultural heritage conservation.
- In 2004-2005 and 2005-2006, the Town was designated as a Green Streets Canada Community by the Tree Canada Foundation.
- In 2005, the Port Royal 400th Anniversary was designated as the "Must See Festival of the Year" by Nova Scotia Tourism, Culture and Heritage.
- In January 2005, the Town was awarded the Nova Scotia Bay of Fundy Business Partnership Award for its constructed wetland for tertiary treatment of municipal sewage and a circumferential walking trail (the French Basin Trail).



- In July, 2006 the Town was awarded the Prince of Wales Prize by the Heritage Canada Foundation which honours a municipal government for demonstrating an exemplary commitment to the preservation of its built heritage.
- In September, 2006 the Town of Annapolis Royal received five blooms and special recognition for their "Innovative Heritage Museums" in the National Communities in Bloom program. Communities in Bloom is a Canadian non-profit organization committed to fostering civic pride,

environmental responsibility, and beautification through community involvement and the challenge of a national program.

- B The area has the following unique tourism products/services/experiences that are authentic to Nova Scotia (e.g. whale watching, coastal hiking, etc.):

Annapolis Royal and area is the place to come to experience history and culture. For example, Public Broadcasting System (PBS) is planning to auction a “*Motor through History in Destination Southwest Nova Scotia*” this year.

Living history

Our famous Candlelight Graveyard Tours offer night time tours of the Oldest English Graveyard in Canada.

Throughout the summer, various tours explore the history and culture of our area including a National Historic District Tour, an Acadian Heritage Experience and a Candlelight Acadian Walk.

In 1996, the Historical Association of Annapolis Royal won the prestigious Parks Canada Heritage Award for being one of the “Top Ten Organizations in Canada for the Preservation and Presentation of Heritage”. In 2005, the Historical Association of Annapolis Royal was recognized by the Nova Scotia Tourism’s Festivals and Events Council. The Association’s guided tour program won the first place “*Hometown Pride Event of the Year*”. The award citation mentioned the three popular tours: the National Historic District Tour, the Candlelight Graveyard Tour and the Acadian Heritage Tour.

Ghosts of the Sinclair Inn Museum NHS provides a rare window into the past in one of the oldest Acadian buildings in Canada. The ten ghosts each represent a person who lived or worked in the Sinclair Inn from its construction through to the 1950s. By touching a keypad, visitors to select which of the ghosts they wish to hear from. Reflected images provide the visual “ghosts.”

Every year, the O’Dell House Museum puts on a *Victorian Christmas* with costumes, music, treats and beverages of the Victorian era in Annapolis Royal.

Visitors to the area can visit Fort Anne National Historic Site and the Port Royal National Historic Site and experience what life was like in French and an English fort in the 1600’s and 1700’s.

Built Heritage

Annapolis Royal has the largest concentration of heritage buildings in Nova Scotia with over one hundred and twenty municipally registered properties, twenty provincial heritage properties and five federally designated properties. Many of the buildings are museums or serve as Inns. (Appendix B)

Fort Anne National Historic Site

This Fort and grounds reflects the French and English periods of domination in Annapolis Royal. Features well preserved earthwork fortifications, an early 18th century French gunpowder magazine and 1797 British officers' quarters.

Kings Theatre

This heritage theatre presents a variety of entertainment from feature films to live performances, including a Summer Festival.

Melanson Settlement National Historic Site of Canada

The Melanson Settlement was an Acadian family settlement located on the north shore of the Dauphin (now Annapolis River), 6.5 km down river from the present day town of Annapolis Royal. Like the other Acadian settlements scattered along the river, the Melanson Settlement was an agricultural community where family members and neighbors worked co-operatively in the distinctive dykeland agriculture.

North Hills Museum

Part of the Nova Scotia Museums family, this charming vintage farmhouse (c. 1764) with a Georgian decor, features a fine collection of 18th century paintings, furniture, ceramics and glassware.

O'Dell House Museum

A former Victorian stage coach inn and tavern contains artifacts and exhibits that reflect Annapolis Royal's heritage. The ground floor of the museum has been preserved as a house of the 1870-1900 period. Second floor exhibits include Age of Sail display, Victorian mourning room, and more. Also houses the Annapolis Heritage Society Genealogical Centre and archival research facilities

Old Saint Edward's Loyalist Church Museum

A Loyalist Church in original condition with a fine collection of early Loyalist artifacts and historical records.

Port Royal National Historic Site

A reconstruction of the original Port Royal Habitation (1605), a French fur-trading post built by the company of Sieur de Mons and Samuel Champlain. Costumed interpreters bring Port Royal to life.

Sinclair Inn National Historic Site

This structure, built in 1710, is the oldest surviving example of Acadian construction techniques open to the public. In 1738, the building was used by Erasmus Phillips as the first meeting hall of the Masonic Lodge in Canada. The site offers a fascinating insight into construction techniques spanning nearly three centuries, from the Acadian clay walls to modern wood paneling.

Genealogy

The O'Dell House Museum maintains the area's records and offers research into both genealogy and heritage.

Birthplace of Acadia, Nova Scotia and Canada

Annapolis Royal was the capital of Acadia, New Scotland and the first capital of Nova Scotia. The original Nova Scotia Charter can be viewed at Fort Anne; no other municipal unit can claim such an honour. Other firsts include:

- First fur trading company on the continent was established at demons;
- First shipyard by Champlain;
- First road construction in Canada – from Digby gut to Port Royal by Champlain;
- First distillation of tar and turpentine conducted by Poutrincourt and Hebert at Port Royal – 1606;
- First social club “ Order of Good Cheer” – 1606;
- First dramatic performance was enacted in North America; Neptune's Theatre written by Marc Lescarbot –
- First dykes were built by Louis Hebert;
- First grist mill in Canada operated by water power to grind wheat to flour;

- “Jesuit Relations” provide confirmation that the beginning of American orchards was at Port Royal, Acadia plantings- 1606;
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- First Sunday school combined with day school – Annapolis Royal 1728;
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- First recorded services of Church of England in Canada – Annapolis Royal 1790;
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- Oldest streetscape (131 heritage buildings).

Gardens

Annapolis Royal is home to the world class Historic Gardens which features seventeen acres of horticultural excellence, often described as “Nova Scotia’s Hidden Treasure”. The Historic Gardens features collections and displays which provide a glimpse of the past from a horticultural perspective. From Mi’kmaq practices and the methods of the early Acadian gardener through to the innovative gardening techniques of today, people are able to experience the development of gardening through time.

Kejimikujik National Park and National Historic Site

Provides an excellent showcase of Nova Scotia’s natural environment and Mi’kmaq heritage.

Cultural

This is the birthplace of live theatre in Canada. With Kings Theatre, we have a performing arts centre which provides live theatre and music throughout the year for people of all ages and tastes.

The Bear River First Nation Heritage and Cultural Centre offers an opportunity to explore the life of our First Nations people. Archaeological sites have been unearthed which prove ancient native people, or Paleo Indians (ancestors of the Mi’kmaq), first occupied Nova Scotia as early as 11,000 years ago. The First Nations peoples were the custodians and traditional owners of the land and for thousands of years, the southwest region of Nova Scotia was inhabited by the Mi’kmaq, who lived off the land and sea¹.

The Town has the first Farmers’ and Traders’ market which still thrives today and which has become a magnet for tourists².

¹ *L’ sitkuk*, The Story of the Bear River Mi’kmaq Community, Darlene A. Ricker, p. 4

² *Busy market, boats and fruit abound*, article by Peter Duffy, Halifax Herald, September 27, 2005

The Town and the area also enjoy a large concentration of artists and artisans. The Annapolis Region Community Arts Council (ARCAC) will celebrate its 25th anniversary in 2007 and is the oldest registered arts council in Nova Scotia. ARCAC operates ARTsPLACE, a vibrant cultural centre with exhibitions by local, regional and visiting artists, workshops and coffee houses.

Natural Environment

The Town is believed to be one of the first municipalities in Canada to adopt a zero waste program enabling residents and businesses to be able to dispose of waste in an environmentally responsible manner.

People who visit the area can enjoy whale watching, bird watching, the highest tides in the world, and coastal hiking at Delap's Cove where they can also view an archaeological dig of an old Black settlement.

Annapolis Royal is one of the few locations where one can easily have access to both fresh and salt water marshes and view the abundance of wildlife that call them home.

Attractions & Museums

Annapolis Royal and area has a multitude of attractions for all interests. These include:

Annapolis Royal Golf & Country Club

Established in 1925, the course can be considered an historic institution in its own right. In 1992, the course was expanded to a full 18-holes based on the same principles that made the previous course such a pleasure and challenge to play.

Annapolis Royal Historic Gardens

These world class gardens are based on the rich history of the area. Highlights include a Victorian Garden and Governor's Garden, Innovative Garden, Knot Garden and a 2000 bush Rose Collection including a Rose Maze. A special feature is a replica of a 1671 Acadian House, complete with thatched roof, and an Acadian garden.

ARTsPLACE

A vibrant cultural centre with exhibitions by local, regional and visiting artists, workshops and coffee houses.

Bear River First Nation Heritage & Cultural Centre

Authentic cultural immersion in life and traditions of the Mi'kmaq. Hands-on workshops: baskets, dream-catchers, birch-bark canoes, wig wams. Re-enactments, drumming, singing; heritage gallery & museum; original art and crafts; Medicine Trail and pre-contact encampment.

Cornwallis Military Museum

Features Canadian and Foreign military memorabilia and artifacts from WWI, WWII, and the Korean Conflict, relating to the three Armed Services and the Merchant Navy.

Delap's Cove Wilderness Trail

A hiker's paradise featuring trails and interpretation with a wonderful view of the Bay of Fundy.

Farmers' and Traders' Market

Features local produce and crafts Saturday mornings (May - Oct) and Wednesday

afternoons (Jul - Aug). Also features live local entertainment on Saturday mornings.

The First Computer Museum of Nova Scotia Society

The Computer Museum in Annapolis Royal is the first of its kind in Nova Scotia. It features a large collection of vintage computers, video games and robots. Learn about the history of the Microcomputer. A blast from the technological past!

Fort Anne National Historic Site

This Fort and grounds reflects the French and English periods of domination in Annapolis Royal. Features well preserved earthwork fortifications, an early 18th century French gunpowder magazine and 1797 British officers' quarters.

Kejimikujikmkujik National Park and National Historic Site

A 380 square kilometer nature preserve where visitors may enjoy camping, canoeing and hiking along the wooded lakes and rivers. One of the jewels of the Parks Canada system.

Kings Theatre

This heritage theatre presents a variety of entertainment from feature films to live performances, including a Summer Festival.

Lequille Grist Mill

A replica of North America's first grist mill, constructed in 1607.

Melanson Settlement National Historic Site of Canada

The Melanson Settlement was an Acadian family settlement located on the north shore of the Dauphin (now Annapolis River), 6.5 km down river from the present day town of Annapolis Royal. Like the other Acadian settlements scattered along the river, the Melanson Settlement was an agricultural community where family members and neighbours worked co-operatively in the distinctive dykeland agriculture.

Mickey Hill Pocket Wilderness

A lovely wooded area which features walking trails to a beautiful lakeside area.

North Hills Museum

Part of the Nova Scotia Museums family, this charming vintage farmhouse (c. 1764) with a Georgian decor, features a fine collection of 18th century paintings, furniture, ceramics and glassware.

O'Dell House Museum

A former Victorian stage coach inn and tavern containing artifacts and exhibits that reflect Annapolis Royal's heritage. The ground floor of the museum has been preserved as a house of the 1870-1900 period. Second floor exhibits include Age of Sail display, Victorian mourning room, and more. Also houses the Annapolis Heritage Society Genealogical Centre and archival research facilities

Old Saint Edward's Loyalist Church Museum

A Loyalist Church in original condition with a fine collection of early Loyalist artifacts and historical records.

Port Royal National Historic Site

A reconstruction of the original Port Royal Habitation (1605), a French fur-trading post built by the company of Sieur de Mons and Samuel Champlain. Costumed interpreters bring Port Royal to life.

Raven Haven Beachside Family Park

Raven Haven is a 4-acre family oriented park on the shores of Sandy Bottom Lake. Summer fun for the whole family is only a 20-minute drive from the historic town of Annapolis Royal.

Sinclair Inn National Historic Site

This structure, built in 1710, is the oldest surviving example of Acadian construction techniques open to the public. In 1738, the building was used by Erasmus Phillips as the first meeting hall of the Masonic Lodge in Canada. The site offers a fascinating insight into construction techniques spanning nearly three centuries, from the Acadian clay walls to modern wood paneling.

Tidal Power Generating Station

North America's only tidal power generating station harnesses the powerful tides of the Bay of Fundy, through the Annapolis River. The Station employs the largest straight-flow turbine in the world to generate more than 30 million kilowatt-hours per year, enough electricity to power 4500 homes.

Upper Clements Park

Atlantic Canada's largest amusement park featuring extensive live entertainment. Themed on local area heritage and featuring local handcrafts and performers. A great way for the family to spend a day.

Upper Clements Wildlife Park

One of Nova Scotia's finest wildlife parks with a wonderful population of birds and animals native to the province, along a forest trail in a natural setting.

Waterfront Boardwalk

Enjoy a riverside stroll and a fantastic view along the business district. Watch workers repairing boats in the haul-up facility alongside the wharf.

Ducks Unlimited Town Marsh

Enjoy a walk on the French Basin Trail a 1.2 km loop through a freshwater marsh.

- C Would non-residents, who are seeing the sights in the province, consider your destination area to be a first-choice destination, or a must-do experience?
Please select: Yes No

You can experience the beginnings of Acadia, Nova Scotia and Canada through our built heritage and living history.

- D Does the area play a role in branding or marketing Nova Scotia and/or Canada?
Please select: Yes No

Annapolis Royal epitomizes the "Come to Life" brand which states: Some day in a moment of reflection, you might say to yourself "*There must be more to life*". We invite you to come find the answer.

The Town was designated the World's Most Liveable Small Town by Livcom in 2004, a designation that is recognized by the United Nations. There is no other place in Canada

where you can stroll through four centuries of built heritage including Acadian settlements, gardens, costuming, theatre, and music.

1604 saw the arrival of Sieur de Mons, Samuel Champlain, and their company of French explorers to the shores of the current Annapolis Basin. Upon entering the basin, Champlain remarked that this sheltered harbour was vast enough to safely anchor 1000 ships. So impressed was he by this harbour that he immediately named it Port Royal. Annapolis Royal and Nova Scotia have been hosting visitors since 1605.

- E Is the area and/or its core attractions/experiences used to promote Nova Scotia through the use of imagery and/or written description?

Please select: **Yes** No

If Yes, provide examples – including source and dates they appeared.

Sources	Date of appearance
Science Teacher	April 1990
The Telegram	July, 1999
East Coast Gardner	May 1998
Toronto Star	2003
Nova Scotia's Scenic Evangeline Trail 2005 Vacation Planners' Guide	2005 (pp. 4,5, 26, 28 & 32)
Nova Scotia 2005 Doers and Dreamers Guide Must See Festival of the Year	2005 (p. 74, p. 72 French)
Nova Scotia Festivals and Events Guide	2005 (cover, & p. 15)
Summer Destinations, Times & Transcript	June 18, 2005
Queen Anne Inn B&B Guide	2006
Chronicle Herald	July 17, 2005 (p. A5)
Edifice magazine	2006 (No. 6, p. 38 & 39)
Motorcycle Tour Guide Nova Scotia	2003 & 2004
Atlantic Canada Group Tour Planner	2005 (p. 166) & 2006 (p. 162)
Annapolis Valley West Map	2006
City of Annapolis, Maryland webpage	
Communities in Bloom Magazine	
Many more	

Are the area and/or its core attractions/experiences used to promote Canada through the use of imagery and/or written description?

Please select: **Yes** No

If Yes, provide examples, including source and dates they appeared.

Sources	Date of appearance
Canadian Living	June 1993
Harrowsmith	June 1997
Canadian Gardening	April 1998, April 2000 & Summer 2004
East Coast Living	Spring/Summer 1998
New York Times	
Coast Life	Summer 1999
Legion Magazine	May/June 2000
The Vancouver Sun	October 2001
Gardening Life	July 2002
Canada Escapes	2003
Airlines	July 2004
Country Discoveries Magazine	May/ June 2005
Where Canada (www.where.ca)	July 2005
Canadian History News: "400 th Anniversary of the birth of Acadia"	July 16, 2005
National Post: "Small Maritime town lives well without big-city bucks"	September 8, 2005
Ottawa Citizen: "Maritime Village on Top of the World"	September 17, 2005
The Ottawa Sun Travel Section	June 20, 2005 (p. 28)
IFPRA World Magazine	March 2005
Our Canada	2006
Book: The Garden Lover's Guide to Canada by Larry Hodgson (Historic Gardens)	
Many More	

F Does the destination respect heritage preservation by protecting heritage sites/buildings?

Please select: **Yes** No

Annapolis Royal has the largest concentration of heritage buildings in Canada with 134 municipal registered properties and a number of federal and provincial registered heritage properties.

Its Municipal Planning Strategy and Land Use Bylaw contains the following heritage policies:

- Environment and Conservation policy
- Historic gardens, Fort Anne and Museums Policy
- National Historic District (see Appendix B)
- Tree Planting Policy
- Environmentally Sensitive Zone
- Historic Gardens Zone

The Municipality of the County of Annapolis has an inventory of 2,250 built heritage buildings in the County that predate 1918. Eighteen of these properties are registered.

In 2004, the Town initiated a Heritage Incentive Program (see Appendix C)

In 2005 and 2006, the Town participated in the federal Historic Places Initiative. Many of its heritage buildings may now be seen on the website at www.historicplaces.ca.

In 2005, the Town initiated a Building Awards Program (see Appendix D)

In 2005, the Town also initiated a Heritage Tree Program (see Appendix E).

In 2006, a new walking tour of Historic Lower St George Street was produced with twelve interpretive panels and a walking tour brochure (see Appendix F).

Section 2: Leadership

Enhancement of an area's existing tourism infrastructure requires community support. Tourism industry operators and municipalities can play an integral leadership role in strategic tourism development.

- A Do local residents actively support tourism within the community and welcome additional tourism growth? Provide examples of how they actively support.

At the Town's March 12, 2003 public meeting to validate the highlights of the draft strategic plan, there was general agreement that the vision statement developed by the community in 2000 still held:

"To maintain and enhance the Town of Annapolis Royal's heritage values and beauty; protect its small town character; nurture its economic, social and cultural environment, thereby enabling our rich quality of life for residents and guests to the community."

Annapolis Royal is home to many museums and attractions that are operated by volunteer boards and committees. Residents devote an enormous amount of time and financial resources to ensure that both visitors and residents enjoy their experience and life in Annapolis Royal.

Residents of Church Street developed a garden along their street that has since become a public garden of the Town and that is maintained by the Town Gardener.

In 2004, the Town hosted the Melanson Family Reunion as part of the Congrès mondial acadien. In anticipation of this event, the Town offered French lessons to its residents and hung Acadian flags throughout the Town. The Melanson Family Reunion essentially doubled the population of the Town for the weekend it was held.

Volunteers from Annapolis Royal and area formed a Costume Animation Committee under the umbrella of the Port Royal 400th Anniversary Society and produced over 40 historical costumes that have since been transferred to the Annapolis Heritage Society.

A separate society, the Musique 400 Society was formed to help celebrate the 400th anniversary in 2005. It continues to provide period music at events in the Town. In May, the musicians and dancers entertained a group of visiting B&B owners at the Farmers' and Traders' Market in Town.

The Municipality of the County of Annapolis and the towns of Bridgetown, Middleton and Annapolis Royal have all collaborated this year and last year to produce a County-wide Festivals and Events Guide. This is believed to be a first in Nova Scotia.

Areas of concern:

While most businesses and residents recognize the value of tourism, there are challenges that need to be brought out and worked through. These include:

- Recognizing that we have a fragmented business community that does not represent a cohesive whole. There are a number of factions which do not agree with each other on the future of this important industry. This means that our efforts are often fragmented and lack a common vision for tourism.
- Communication with businesses and residents needs to be developed.

- There is a need for public information, public consultation and industry involvement about the benefits of tourism and working together.
- There are also a small number of property owners who do not maintain their properties to the generally accepted high standards of the community.
- Measurement: we need a comprehensive system for tracking our performance, setting realistic goals and measuring our results. This is felt to be a critical issue.
- Lack of a marketing presence for the Town of Annapolis Royal. Coordination of marketing pages, articles, strategies is required.
- Financial resources are required to sustain our existing attractions.
- Area attractions require integrated promotion (i.e. heritage/history, whale watching, Upper Clements park) to attract a wider population.

B Has your community participated in the Sustainable Tourism Community Screening Program?

Please select: Yes No

Has your community completed the Bouctouche Sustainable Tourism Workshop?

Please select: Yes No

The Western Valley Development Authority participated in this process, however the records have not been found since the dissolution of the WVDA.

The Town's vision statement reads as follows:

"To maintain and enhance the Town of Annapolis Royal's heritage values and beauty; protect its small town character; nurture its economic, social and cultural environment, thereby enabling our rich quality of life for residents and guests to the community."

The Town was awarded the Gold Award for Most Liveable Small Town in the World in 2004 based on the following criteria:

- Enhancement of the Landscape
- Heritage Management
- Environmentally Sensitive Practices
- Community Involvement
- Planning for the Future

Did the planning sessions result in the completion of specific development activities? Briefly outline:

No. We have moved on to take advantage of other opportunities. The Town developed a comprehensive strategic plan in 2002 based on community input. This plan has been updated every year since then and will be revisited by the community in November of 2006.

C Do the tourism business leaders in the area work together in partnership with other stakeholders to grow tourism?

Please select: Yes No

Please provide examples:

The Tourism Destination Area was an initiative originally taken on by the Town of Annapolis Royal and the Annapolis and District Board of Trade.

Our local attractions meet under one umbrella group called the Attractions Network. This includes the Annapolis Royal Historic Gardens, Parks Canada, the Annapolis Heritage Association, ARTsPLACE, Kings Theatre, Upper Clements Park, and a representative from the Municipality of the County of Annapolis and the Town of Annapolis Royal.

In 2006, local B&B owners formed the B&B Network. Together, they hosted a first B&B weekend retreat in May and produced a B&B brochure together with B&B owners in the Valley (see Appendix G).

Our local VIC is managed by the Annapolis and District Board of Trade with funding from the Municipality of the County of Annapolis and the Town of Annapolis Royal. HRSDC and the Province provide support staff for the summer months.

Every year, our local artists participate in the Nova Scotia Studio Rally (see Appendix H).

Our local museums have partnered with other museums in Digby and Annapolis County to produce a new Museums brochure called *Experience Living History*.

There is also a new *Bear River Guide* that was developed by the various artists and businesses in Bear River to promote the area to tourists.

D Does the municipality(s) in the area have in place documented tourism objectives, policies or priorities?

Please select: Yes No

If Yes, do these objective, policies, and priorities fit with the provincial Tourism Strategy, Vision and Annual Tourism Plan? (for information on the Tourism Strategy, Vision and Annual Tourism Plan visit www.nstpc.com)

Please select: Yes No

If Yes, describe how they fit:

Incorporation into Strategic Plans

The strategic plan for the Municipality of the County of Annapolis dated January 2004 contains the following objectives:

“To attract new investment by businesses and individuals and to increase retention or expansion of existing businesses.”

The Town’s strategic plan updated in February 2006 contains the following statements:

“People in Annapolis Royal want to see the following:

- *Full employment*
- *Full business and residential occupancy*
- *Fully utilized lands*

all within a program of managed and sustainable growth and heritage preservation....

To be viable as a Town, the Town needs to experience an increase in its population, business and employment base. At the same time, it has to preserve and enhance our quality of life, our built heritage, our arts and culture community, our natural environment and our tourism appeal.”

Focus on Visitors

In 2003, Industry Canada funded the development of a Marketing Strategy and Plan for Annapolis County. This report has come to become known as the John Hockin report. The report calls for *“targeted sustainable sales and marketing activity aimed at visitors and investors in niches where we have competitive strength.”*³

Use of Port Royal 400th Anniversary to Sell the Area to Tourists

Focus 2005 was a group formed by the Mayors and Warden in Annapolis County to rally the community behind the Port Royal 400th Anniversary. This group developed a community Festivals and Events Guide for 2005 which was so successful that a Festivals and Community Events Guide was produced again in 2006 (see Appendix T). It is expected to be produced annually from now on.

As part of the 400th celebrations in 2005, the Municipality of the County of Annapolis assisted over 80 community groups and/or individuals in hosting themed, historical events commemorating *“400 years of Living and Working Together”* at a cost of \$73,003.00. Because the County also provided many of these organizations with a similar grant in 2004, the communities used the money over a two-year period not only to celebrate 2005, but to rejuvenate their halls, increase the number of volunteers, and are now looking forward to continuing with an annual event, many of which are already listed in the new 2006 Festivals & Events calendar.

Twinning Initiatives

The Town, through its Twinning Committee, has initiated twinning activities with Royan, France, and Annapolis, Maryland, and is currently considering twinning with Laugharne, South Wales.

Focus on Active Living

Club 400, the Order of Active Living, was created through a partnership between the four municipal units in the County of Annapolis and the Province of Nova Scotia. This initiative is designed to encourage physical activity and wellness and presents a cornerstone in the community’s appeal as a tourist destination area as well as a desirable place to live (see Appendix J).

Are these objectives, policies and priorities being implemented?

Please select: Yes No

If Yes, what initiatives have been completed over the past 5 years and what was the date of completion?

Tourism Initiative	Date Completed	By Whom
Church Street partial street closure and pedestrian mall	2003	Businesses and residents of Church Street, Town of Annapolis Royal
New shoulder season products: Victoria Day and Harry Potter book launch	2003	Bainton’s Tannery, Annapolis Heritage Society

³ Annapolis County Marketing Strategy and Plan, March 2003, p. 35

		and Town of Annapolis Royal
Establishment of Garden's Interpretive Centre	2003	Historic Gardens, Tourism, Culture and Heritage Nova Scotia,
Public washrooms at Kings Theatre and at Town Hall	2004-2005	Town of Annapolis Royal, Tourism, Culture and Heritage Nova Scotia, Kings Theatre Society
Town of Annapolis Royal Lure Brochure	2004-2005	Tourism, Culture and Heritage Nova Scotia and Town of Annapolis Royal
Communities in Bloom	2004-2005	Annapolis Royal Historic Gardens, Annapolis District Board of Trade, Town of Annapolis Royal
New shoulder season product (Beaujolais Nouveau, Robbie Burns Day)	2004	Hillsdale House Inn, Bailey House B&B, Annapolis Royal Golf & Country Club
Bear River First Nation Heritage and Cultural Centre	2005	Bear River First Nation
Town entry point signs (3)	2005	Town of Annapolis Royal
Ghosts of the Sinclair Inn	2005	Annapolis Heritage Society
Development of conference product	2005	CanIRONV, Town Criers' Provincial Championships
Kejimkujikmkujik Scenic Drive brochure and inserts	2005	Parks Canada, Municipality of Queens, Town of Annapolis Royal
Port Royal 400 th Anniversary (11 separate events)	2005	Heritage Canada, Province of Nova Scotia, ACOA, various corporate sponsors, ARCAC ⁴ , Historic Gardens, Port Royal Anniversary Society, Kings Theatre, Annapolis Heritage Society, Town of Annapolis Royal, Municipality of the County of Annapolis, Bandfest
Adoption of service centre concept for Visitor Information Centre	2006	Nova Scotia Tourism Partnership Council, Annapolis & District Board of Trade, Town of Annapolis Royal, and Municipality of the County of Annapolis, Tourism, Culture Nova Scotia, HRSDC, and Heritage Nova Scotia, and individual business owners
Redevelopment of train station building (see Appendix Q)	2006	Private developer
Lower Historic St George Street Walking Tour	2006	Tourism, Culture and Heritage Nova Scotia, Town of Annapolis Royal,

⁴ Annapolis Region Community Arts Council

		Annapolis Heritage Society and Historical Association of Annapolis Royal
Redesign of Town of Annapolis Royal Website	2006	Town of Annapolis Royal
Audio Tour of the Historic Gardens	2006	Historic Gardens, ACOA

Approximately what percentage of objectives, policies and priorities has not been implemented?
33%

We are building on a base of at least one hundred years of strong tourism and infrastructure development.

- E Is the community (business operators and community members) working together to grow and develop the area as a tourism destination?
Please select: Yes No

If No, what are the obstacles to action?

- F What are the resources in place to manage future tourism plans for the area, and to move them forward?
Identify resources (staff, budget, organizations, volunteers, etc.) that are in place:

Although we do not currently have a functioning Regional Development Agency, the plan is to have it re-established. Plans for the new organization include dedicated tourism staff and budget resources. The Tourism Destination Area will come under the umbrella of the new RDA.

Further, ETTA, YCTA and SSTA have now come together to form the Southwest Nova Tourism Association. It is the second largest tourism association in the Province.

The Annapolis and District Board of Trade has recently assumed responsibility for the Christmas Promotion and the Natal Day Weekend Festival. Various community groups including the business and attractions sector make up the Communities in Bloom Committee.

The Tourism Destination Committee was formed in 2004 to follow the Tourism Partnership Council's and the Province's Tourism Plan and Vision. A list of committee members may be found at Appendix V.

- G List other resources needed that will help further tourism initiatives in the area.

Regional Development Agency

A draft business plan and proposal for the re-establishment of a regional development agency has been forwarded to ACOA and to the Province and we are waiting to hear from them.

Measurement System

As mentioned earlier, there is a need to establish benchmarks and measure results.

Financial

Financial resources are required to stabilize tourism operations, develop and operate new products and initiate new ideas.

Cohesion among business partners

Finally, it is recognized that our business community needs to pull together more so that we are not duplicating our efforts or working at cross purposes.

Section 3: Tourism Infrastructure

Capacity of your existing tourism infrastructure must be identified and defined to better understand your current situation.

- Accommodations:

Does the area offer accommodations with a variety of quality levels and price points?

Please select: **Yes** No

Accommodations include businesses with the Town of Annapolis Royal.

If Yes, complete the following table:

Please note: Classifications for the type of accommodations can be found in the Doers and Dreamer's Guide.

Type of Accommodation	Number of Properties	% Canada Select 3 or more stars	Number of Units/Sites	% Open year round	Price Range Peak Season
B&B	14	79	54	65	\$60-\$239
Cottages/Cabins					
Guest Home					
Country Inns					
Inns	2	100	19	0	\$79-\$239
Resorts					
Hotels					
Motels					
Fishing/Hunting Lodges					
Campground					
Vacation Homes					
University					
Hostels					
Total	16		73		\$60-\$239

Please see Appendix I for further details.

- Restaurants:

Does the area offer a variety of dining options at different price points?

Please select: **Yes** No

If Yes, complete the following: (List Restaurants and double click on boxes to select and mark the appropriate boxes)

Name of Restaurant Indicate family, fast food, fine dining	Seating Capacity	Average Entree Price Range
1. Annapolis Royal Golf & Country Club		
<input checked="" type="checkbox"/> Open Year Round <input type="checkbox"/> Accredited Staff server and bar	<input type="checkbox"/> Wine list more than 25 different labels <input type="checkbox"/> Taste of Nova Scotia Member	<input type="checkbox"/> Accredited Chefs
2. Café Restaurant Composé		
<input type="checkbox"/> Open Year Round <input type="checkbox"/> Accredited Staff server and bar	<input type="checkbox"/> Wine list more than 25 different labels <input type="checkbox"/> Taste of Nova Scotia Member	<input type="checkbox"/> Accredited Chefs
3. Ye Olde Towne Pub		
<input checked="" type="checkbox"/> Open Year Round <input type="checkbox"/> Accredited Staff server and bar	<input type="checkbox"/> Wine list more than 25 different labels <input type="checkbox"/> Taste of Nova Scotia Member	<input type="checkbox"/> Accredited Chefs
4. Streetscape Cafe		
<input checked="" type="checkbox"/> Open Year Round <input type="checkbox"/> Accredited Staff server and bar	<input type="checkbox"/> Wine list more than 25 different labels <input type="checkbox"/> Taste of Nova Scotia Member	<input type="checkbox"/> Accredited Chefs
5. Leo's Cafe		
<input checked="" type="checkbox"/> Open Year Round <input type="checkbox"/> Accredited Staff server and bar	<input type="checkbox"/> Wine list more than 25 different labels <input type="checkbox"/> Taste of Nova Scotia Member	<input type="checkbox"/> Accredited Chefs

6. Sweet Secrets		
<input type="checkbox"/> Open Year Round	<input type="checkbox"/> Wine list more than 25 different labels	<input type="checkbox"/> Accredited Chefs
<input type="checkbox"/> Accredited Staff server and bar	<input type="checkbox"/> Taste of Nova Scotia Member	
7. Vickie's Fish and Chips		
<input type="checkbox"/> Open Year Round	<input type="checkbox"/> Wine list more than 25 different labels	<input type="checkbox"/> Accredited Chefs
<input type="checkbox"/> Accredited Staff server and bar	<input type="checkbox"/> Taste of Nova Scotia Member	
8. The Country Nook		
X Open Year Round	<input type="checkbox"/> Wine list more than 25 different labels	<input type="checkbox"/> Accredited Chefs
<input type="checkbox"/> Accredited Staff server and bar	<input type="checkbox"/> Taste of Nova Scotia Member	
9. Fort Anne Café		
X Open Year Round	<input type="checkbox"/> Wine list more than 25 different labels	<input type="checkbox"/> Accredited Chefs
<input type="checkbox"/> Accredited Staff server and bar	<input type="checkbox"/> Taste of Nova Scotia Member	
10. The Witch from Lake LaRose German Bakery and Garden Café		
X Open Year Round	<input type="checkbox"/> Wine list more than 25 different labels	<input type="checkbox"/> Accredited Chefs
<input type="checkbox"/> Accredited Staff server and bar	<input type="checkbox"/> Taste of Nova Scotia Member	
11. Charlie's Place		
<input type="checkbox"/> Open Year Round	<input type="checkbox"/> Wine list more than 25 different labels	<input type="checkbox"/> Accredited Chefs
<input type="checkbox"/> Accredited Staff server and bar	<input type="checkbox"/> Taste of Nova Scotia Member	
12. Greco Xpress Pizza		
X Open Year Round	<input type="checkbox"/> Wine list more than 25 different labels	<input type="checkbox"/> Accredited Chefs
<input type="checkbox"/> Accredited Staff server and bar	<input type="checkbox"/> Taste of Nova Scotia Member	
13. Tom's Pizzeria		
X Open Year Round	<input type="checkbox"/> Wine list more than 25 different labels	<input type="checkbox"/> Accredited Chefs
<input type="checkbox"/> Accredited Staff server and bar	<input type="checkbox"/> Taste of Nova Scotia Member	
14. Garrison House Inn		
<input type="checkbox"/> Open Year Round	X Wine list more than 25 different labels	X Accredited Chefs
<input type="checkbox"/> Accredited Staff server and bar	<input type="checkbox"/> Taste of Nova Scotia Member	
13. Milford House		
<input type="checkbox"/> Open Year Round	<input type="checkbox"/> Wine list more than 25 different labels	<input type="checkbox"/> Accredited Chefs
<input type="checkbox"/> Accredited Staff server and bar	<input type="checkbox"/> Taste of Nova Scotia Member	
14. Cascades		
<input type="checkbox"/> Open Year Round	<input type="checkbox"/> Wine list more than 25 different labels	<input type="checkbox"/> Accredited Chefs
<input type="checkbox"/> Accredited Staff server and bar	<input type="checkbox"/> Taste of Nova Scotia Member	
15. M&W		
<input type="checkbox"/> Open Year Round	<input type="checkbox"/> Wine list more than 25 different labels	<input type="checkbox"/> Accredited Chefs
<input type="checkbox"/> Accredited Staff server and bar	<input type="checkbox"/> Taste of Nova Scotia Member	
16. Natalie's Fish and Chips (at Action Jax)		
<input type="checkbox"/> Open Year Round	<input type="checkbox"/> Wine list more than 25 different labels	<input type="checkbox"/> Accredited Chefs
<input type="checkbox"/> Accredited Staff server and bar	<input type="checkbox"/> Taste of Nova Scotia Member	
17. Holmestead Restaurant		
X Open Year Round	<input type="checkbox"/> Wine list more than 25 different labels	<input type="checkbox"/> Accredited Chefs
<input type="checkbox"/> Accredited Staff server and bar	<input type="checkbox"/> Taste of Nova Scotia Member	

- Attractions:
Does the area offer core and supporting attractions that are linked to the area's physical setting and/or history and augment the visitor experience?
Please select: Yes No

If Yes, complete the following table:

Attraction	Annual Visitation	Is it a Core Attraction or Supporting Attraction	Admission charged/per person	Group Rate (identify group size)	What % of Total Visitation is Group	Season of Operation
O'Dell House Museum	8,500	Supporting				Year Round
Sinclair Inn	5,000	Supporting				

NHS						
First Computer Museum of NS						Year Round
North Hills Museum	4,500	Supporting				
Cornwallis Military Museum	3,500	Supporting				
Historic Gardens	27,000	Core	Adult:\$8.50 Senior:\$7.50 Student:\$7.50 Family:\$22.50	\$6.00 Minimum 15	<10%	Mid-May to mid-October
Fort Anne NHS	35,000	Core	Adult: \$4	Family \$10 Group: \$3		May 15 to Oct 15
Port Royal NHS	35,000	Core	Adult: \$4	Family \$10 Group: \$3		May 15 to Oct 15
Melanson Settlement NHS	4,500	Supporting	Free			Year round
Upper Clements Park	100,000	Core				End of June to Labour Day
Upper Clements Wildlife Park		Supporting				Mid May to Mid October
Mickey Hill Pocket Wilderness		Supporting	Free			
Raven Haven Beachside Family Park		Supporting	Free			
Bear River First Nation Heritage and Cultural Centre	8,500	Core				Mid-May to Mid-October
Tidal Power Generating Station	18,000	Core	Free			Mid-May to mid-October
Action Jax		Supporting				
Delap's Cove Wilderness Trail		Supporting	Free			
Farmers' and Traders' Market	21,000	Supporting	Free			Victoria Day weekend to Thanksgiving Day weekend
ARTsPLACE	6,000	Supporting	Free			Year Round
Kings Theatre	12,000	Supporting	Variable			Year Round
Old St Edwards Loyalist Church Museum		Supporting				
St Luke's Anglican Church		Supporting				

Lequille Grist Mill		Supporting	Free			
Boat Haul-up		Supporting	Free			Year Round
Kejimikujikmkuji NP & NHS	35,000	Core				Year Round
Ducks Unlimited French Basin Trail		supporting	Free			Year Round
Waterfront Boardwalk		Supporting	Free			Year Round
Annapolis Royal Golf & Country Club		Supporting				

From the attractions identified above, is there a wide range of core and supporting attractions that would sustain visitor interest for more than 24 hours?

Please select: Yes No

• Experiences:

Does the area offer a variety of accessible, natural, cultural or heritage experiences/activities (e.g. birding, whale watching, festivals, culinary, learning vacations, events, tours, etc.)?

Please select: Yes No

If Yes, complete the following table:

Experiences/Activity	Number of Operators	Approximate Price Range	Season of Operation
Victoria Day Weekend	Committee	Varies	May
Canada Day	Committee	Free	July
Bandfest	Committee		July
Natal Day weekend	Committee	Free/ Varies	August
Paint The Town	Committee	Free	August
Beaujolais Nouveau Uncorking			November
Christmas in Annapolis Royal	ADBOT	Free	November-December
Heritage Walking Tours (4)	2		May-October
High Tea	1		July - August
Evening Canoeing	1		July - August
Bird watching	0	Free	Year Round
Hiking Trails		Free	Year Round
Tidal Power Down Under Tours	1	\$4.00	Mid-May to Mid-October
Bay of Fundy Experience	5		Mid-May to Mid-October
Whale watching (Digby & Digby Neck area)	8		
Elderhostel (Smith's Cove)			

Do you have public shoreline access points within your area?

Please select: Yes No

If Yes, please identify:

Queen's Wharf at Fort Anne NHS

Annapolis Royal Town Wharf on St George Street

Perimeter Trail around Town

Scenic Boardwalk

Delap's Cove Wilderness Coastal Trail

Delap's Cove Wharf and Lighthouse

Parker's Cove Wharf and Lighthouse

Hillsburn Wharf

Hampton Beach Wharf and Lighthouse

Boat launches at the causeway (2)

Raven Haven Beachside Family Park

Mickey Hill Pocket Wilderness

Kejimikujik NP & NHS

Marking and/or signage of shoreline access points are required.

- Other:

Does the area afford the ability to host meetings, workshops and conventions?

(Double click on boxes to select and mark the appropriate boxes)

Please select: less than 10 people 11-50 people 50+ people

Specify meeting space available (i.e. halls, community centers, meeting rooms, convention centers, etc.)

Facility	Size and number of rooms*	Seating Capacity banquet style	Ability to Cater identify: ability to serve full meals vs. light snacks
Annapolis Basin Conference Centre	95	12-750	Full course meals
Annapolis Royal Legion		200	Full course meals
Annapolis Royal Golf Course		35	Full course meals
Annapolis Royal Inn			
Queen Anne Inn		11-50	Full course meals
Hillsdale House Inn		11-50	Full course meals
Fire Hall		200	Full course meals
St Luke's Church Hall		85	Full course meals

Kings Theatre		225	Light snacks
Gardens Interpretive Centre			
Garrison House Inn			
Various B&B's			

* Annapolis Royal has over 300 beds to accommodate conferences of all sizes. This capacity enables conference participants to choose from a variety of accommodations from the luxurious to dormitory style depending on their needs or preferences.

Does the area offer a range of retail shopping opportunities including clothing, crafts, and souvenirs at different price points?

Please select: **Yes** No

If Yes, complete the following table: Retail outlets within the Town of Annapolis Royal

Store include type of store if not clear from the name	Please identify the type of merchandise available at each store identified. Place a checkmark in the appropriate column.			Season of Operation
	Mass Produced Souvenirs	Local Handicrafts Artisan Product	Other Retail	
Anna Gloria				
Annapolis Foodland			x	Year round
Annapolis Home Hardware			x	Year round
Annapolis Natural Foods			x	Year Round
Annapolis Save Easy			x	Year round
Annapolis V&S	x			Year round
Annapolis Woodworkers Ltd.			x	Year round
Bainton's Tannery Outlet and Mad Hatter Book Store			x	Year round
Bonnie Baker Studio		x		
Catfish Moon		x		
Charade		x		
Cheri's Convenience	x		x	Year round
Clothes Basket, The		x	x	Year round
Crooked Floor	x	x		
Emin's			x	Year round
Fancy Jewellers		x	x	Year round
Far-Fetched Antiques & Art Gallery		x		
Gallery Athena		x		
Great Expectations Books & Antiques			x	Year round
Highland Lace and Textile		x		
Historic Gardens Gift Shop		x	x	
Hutchin's Pharmacy			x	Year round
Kings Theatre Art Gallery		x		
Leo's Deli				
Leslie Erickson Art Gallery		x		Year round
Lucky Rabbit		x		
Nancy's Timeless Treasures		x		
NS Liquor Commission			X	Year round

Past & Presents				
PMS Papier Mache Sculpture		x		Year round
Port Royal Animal Hospital			x	Year round
Shoe Box, The			x	Year round
Source, The			x	Year round
Tina's Blossoms Boutique			x	Year round
Traditional Marine Outfitters	x			Year round
Westside Studio	x	x		Year round
Yaciuk Antiques and Collectibles			x	

Do any of the accommodations, restaurants, experiences, meeting and retail opportunities in the area possess strong name (brand) recognition outside the local region (excluding chain department stores)? **Yes**

If Yes, specify the brands:

Bainton's Tannery Outlet: Bainton's Tannery Outlet and Mad Hatter Bookstore

Queen Ann Inn: historic inn

Hillsdale House Inn: historic inn

Annapolis Royal Historic Gardens: historic garden

Kings Theatre: live theatre

Fort Anne National Historic Site: historic fort, graveyard tours

Port Royal National Historic Site: replica of a 1605 French fur-trading post

Kejimikujikmujik National Park: National Park

Tidal Power Plant: only tidal power plant in North America and one of only three in the world

Town of Annapolis Royal:

- Birthplace of Acadia, Nova Scotia and Canada
- Home of the Nova Scotia Charter
- Most Liveable Small Town in the World
- Cultural Capital of Canada
- Communities in Bloom (Four Bloom Community: National Level)
- Stroll through the Centuries
- Zero Waste

Annapolis Region Community Arts Council

- Paint the Town®

What other amenities does your community offer?

Amenity	Provide Specific Details
Service Stations	3: 2 Irving, 1 Esso
Dumping Stations	2:: Dunromin Campground and Kejimikujik NP
ATM/Banking	5: Royal Bank and ScotiaBank(full service), Cornwallis,

	both Irving Stations (ATM only)
Marina/Docking	3: Annapolis Royal Town Wharf, causeway, Parker's Cove
Boat Launch	4: Annapolis causeway, Allains River near bridge, Hebb's Landing and Annapolis Royal Wharf.
Internet Access	Accommodations, Library, Historic Gardens, Visitor Information Centre, CAP sites
Library	1 located in Town Hall
Other	Large soccer fields can accommodate recreational vehicles
Taxi Service	1 service
Bus Service	Local transportation within Annapolis, Digby and Kings County Service to Halifax and points east and west

Section 4: Marketability

Ideally, this section involves recognized branding of your destination's national/international significance.

A The area has received a designation by a recognized national and/or international entity for being a destination.

- In 1981, the Town was awarded a Regional Award of Honour for the preservation of Annapolis Royal by the Heritage Canada Foundation; it was also awarded a National Award of Honour for an outstanding contribution to the conservation of Canada's built heritage.
- The Town of Annapolis Royal was designated by the Historic Sites and Monuments Board of Canada as Canada's first National Historic District.
- In May 2001, the Town was awarded an FCM Sustainable Community Award in the waste category for its Zero Waste 2005 program. On April 27, 2006, the Town's Zero Waste management program was featured at the East Cost Environmental Conference in Halifax as an example of how to maximize residential diversion.
- On October 18, 2004, Annapolis Royal was awarded the Gold Award under the International Awards for Liveable Communities, a designation that is recognized by the United Nations. In 2005, the Town was designated as one of five Cultural Capitals of Canada by Heritage Canada.
- In 2004, Annapolis Royal was awarded four blooms under the provincial Communities in Bloom program with special mention for cultural heritage conservation. In 2005, the Town was awarded four blooms at the national level with special mention for cultural heritage conservation.
- In 2004-2005 and 2005-2006, the Town was designated as a Green Streets Canada Community by the Tree Canada Foundation.
- In 2005, the Port Royal 400th Anniversary was designated as the "Must See Festival of the Year" by Nova Scotia Tourism, Culture and Heritage.
- In January 2005, the Town was awarded the Nova Scotia Bay of Fundy Business

Partnership Award for its constructed wetland for tertiary treatment of municipal sewage and a circumferential walking trail (the French Basin Trail).

- In July, 2006 the Town was awarded the Prince of Wales Prize by the Heritage Canada Foundation which honours a municipal government for demonstrating an exemplary commitment to the preservation of its built heritage.
- In September, 2006 the Town of Annapolis Royal received five blooms and special recognition for their "Innovative Heritage Museums" in the National Communities in Bloom program. Communities in Bloom is a Canadian non-profit organization committed to fostering civic pride,

environmental responsibility, and beautification through community involvement and the challenge of a national program.



B Have the area's attractions, accommodations or dining facilities received designation or critical acclaim by a recognized national and/or international entity?

- In 1983-1984, local architect Harry Jost received an award from the Nova Scotia Association of Architects for the restoration of Kings Theatre.
- In 1996, the Annapolis Historical Association won the prestigious Parks Canada Heritage Award for being one of the top ten organizations in Canada for the preservation and presentation of heritage.
- In 1998, Architectural Designer Peter Croften Davies was awarded a Letter of Merit by the NS Home Award Program for his design of the Strawbridge House (565 St. George Street).
- Town Crier & Escort:
 - Honourary Crier – City of Pleasanton, CA: 2003
 - Best Dressed Escort
 - Nova Scotia Guild of Town Criers Championship Competition:
 - Best Crier - Runner up: 2001
 - Best Crier – 2003
 - Tom Gray Memorial Competition
 - Best Crier: 2003 & 2005
- Historic Gardens:
 - The American Garden Guidebook: rated as an excellent garden (1987)
 - Featured in the Garden Lover's Guide to Canada by Larry Hodgson
 - Attractions Canada: 2002 Provincial Winner
 - Crystal Attraction Award by TIANS: 2003
 - Two feature shows on Canadian Gardener on CBC TV
 - Legion Magazine 2000
 - Canadian Gardening Magazine top ten listing in 2000
 - Feature in daily newspapers across Canada July 1999 (Vancouver, Victoria, Kingston ON, Toronto and Halifax dailies)
 - Featured in Fodors, Frommers, AAA
 - Canadian Living Feature June 1993
 - Canadian Gardening Magazine feature 1998, 2004
 - A Travelers' Guide: Gardens of North America & Hawaii: three star rating (only garden east of Montreal)
 - Featured in:
 - East Coast Gardener, 1998
 - Science Teacher, 1990
 - East Coast Living, 1998
 - Harrowsmith, 1997
 - Coast Life, 1999
 - Gardening Life, 2002
- Bear River First Nation Heritage & Cultural Centre:
 - Crystal Award for Tourism Innovator by TIANS: 2004
- Bay of Fundy Recommended Experience
 - Hillsdale House Inn
 - Queen Anne Inn
 - Port Royal NHS

- Fort Anne NHS
- Historic Gardens

- National Historic Sites:
 - Fort Anne NHS (first National Historic Site in Canada)
 - Port Royal NHS
 - Sinclair Inn NHS
 - Melanson Settlement NHS
 - Bloody Creek NHS
 - Lequille Grist Mill NHS (first grist mill in Canada)
 - Kejimikujikmujik NHS

- National Parks
 - Kejimikujikmujik NP & NHS

- Accommodations
 - Designated federal heritage property
 - Hillsdale House Inn
 - Designated provincial heritage properties:
 - Bailey House
 - Bread and Roses Country Inn
 - Designated municipal heritage properties:
 - Prince Albert Historic Vacation Suites
 - Tulip Tree B&B
 - Riverbank Guest House
 - Honeysuckle Haven B&B
 - At the Turret B&B
 - Dragonfly Inn
 - The Carriage House
 - Garrison House
 - Queen Anne Inn

- Dining Facilities
 - Garrison House: *“Where to Eat in Canada”* by Anne Hardy
 - Hillsdale House Inn: *“Where to Eat in Canada”* by Diane Hardy
 - Dining critiques from Toronto Star, Globe and Mail, regional and Upper Canada newspapers and travel magazines

- In 2005, two Town residents and the Historical Association of Annapolis Royal were recognized by the Nova Scotia Festivals and Events Council. The Historical Association’s Historic Walking Tours were chosen as the *“Hometown Pride Event of the Year”*. The award citation mentioned three popular tours, the National Historic District Tour, the Candlelight Graveyard Tour and the Acadian Heritage Tour.

- In 2005, Stephen Hawboldt of Clean Annapolis River Project was awarded the Gold Canadian Environment Award for Restoration and Rehabilitation.

- In 2006, artist Geoff Butler was elected as Academician for the Royal Canadian Academy of Arts. Previous Academicians include artist Wayne Boucher.

C How does the area fit with Nova Scotia’s positioning, as Canada’s Seacoast?

The area has:

- Access to the Annapolis Basin, Annapolis River and Bay of Fundy
- View of effect of the tides
- Add Bay of Fundy Tourism Partnership:
 - Hillsdale House Inn
 - Queen Anne Inn
 - Port Royal NHS
 - Fort Anne NHS
 - Historic Gardens
- Scenic coastline
- Coastline hiking at Delap's Cove
- Picturesque harbour communities
- access to salt and freshwater marshes, something that is very rare
- Scenic boardwalk
- Tidal Power Generating Station which harnesses the Bay of Fundy Tides

The strategic plan for the Municipality of the County of Annapolis also calls for the acquisition of "*legally recognized access points to inter-tidal zone and waterways*" and "*uncluttered/protected scenic vistas*". The Municipality has the stated goal to protect the natural environment and increase public access.⁵

D Does your area have a unique destination brand?

No. We have been using the following:

- "*Stroll through the Centuries*"
- "*Historic Annapolis Royal*"
- "*Most Liveable Small Town in the World*"
- "*Cultural Capital of Canada*"
- "*Annapolis Royal is Magic*"

Is this brand position consistent with the provincial brand?

All of the above are consistent with the provincial brand.

- Nova Scotia: Come to Life – Some day in a moment of reflection, you might say to yourself "*There must be more to life.*" We invite you to come find the answer.
- Annapolis Royal is the showcase for this brand and it is incorporated into everything we do. In taking a holistic approach to economic development, the town markets itself to the same target markets:
 - Come to prosper (business)
 - Come to Learn (education)
 - Come to Live (immigration)
 - Come to Visit (travel)
 - Come to Know (resident)

E Has a tourism destination marketing plan/strategy been developed?

An Annapolis County Marketing Strategy and Plan was developed in March 2003 with assistance from Industry Canada. While the plan was widely circulated, only the Town appears to have adopted it.

⁵ Strategic Plan, Municipality of the County of Annapolis, January 2004

What types of marketing collateral materials do you have?

- Lure brochure: Historic Annapolis Royal (see Appendix K)
- Lure brochure: Kejimkujik Scenic Drive (see Appendix L)
- Lure Brochure Attractions:
 - Historic Gardens (see Appendix M)
 - Fort Anne National Historic Site (see Appendix N)
 - Kejimkujik National Historic Site and Historic Park (see Appendix O)
 - Port Royal (see Appendix P)
 - Bear River First Nation Heritage and Cultural Centre (see Appendix Q)
 - Experience Living History in Annapolis & Digby Counties
 - Upper Clements Park (see Appendix R)
 - Annapolis Royal Golf and Country Club
- Lure brochure: B&Bs (see Appendix G)
- Parks, Trails and Open Spaces (see Appendix S)
- Bicycling Annapolis County
- Annapolis County Festivals & Events (see Appendix T)
- Canoe Annapolis County
- Activity Posters for Historic Gardens & Kings Theatre
- The Explorer (see Appendix V)
- Town of Annapolis Royal Website
- Town of Annapolis Royal information kits:
 - For travel writers
 - For tour operators
 - For conference planners
 - For Media
- Blue Signs on the 101 Highway for the Historic Gardens, Actions Jax
- Brown signs on the 101 Highway for Fort Anne NHS, Port Royal NHS and Kejimkujik NP & NHS
- Websites and links are in place for all attractions, the Town of Annapolis Royal and most operators.

How do you measure the success of your marketing collateral materials?

- Number of inquiries for material
- Number of visitors to the area
- Occupancy rates
- Length of stay of the visitors
- Business lead tracking
- Residential lead tracking
- Visitor lead tracking
- Media tracking
- Hits to Town of Annapolis Royal website

Section 5: Strategic Planning

This section focuses on the collective commitment to invest in tourism development, marketing, research, human resources and partnerships.

A Has a tourism destination development plan/strategy, focused on growth in visitation and/or yield, been developed?

- The Annapolis County Marketing Strategy and Plan was developed in March 2003 with assistance from Industry Canada. It calls for continuous growth to double tourism revenues by 2010.⁶ However, although it was circulated, the strategy and plan was never adopted by the business community or the community at large.

B Has the area participated in community tourism workshops?

- No. The Town of Annapolis Royal has included economic development and tourism in its strategic plan which was developed with community input in 2002. Seven public meetings were held that year and the process will be repeated in the fall of 2006. Two of those meetings focused on the redevelopment of the old train station.
- Several community meetings were held for the redevelopment of Church Street.
- Two community meetings were held for the redevelopment of the old Post Office building on St George Street.
- Several community meetings were held to develop a new sign brochure and sign approval process for the Town.
- Several community meetings were also held for the development of Lower Historic St George Street.

C Visitation: What mechanisms do you currently have in place to measure visitation?

- Measurement of visitation takes place at each of the attractions, the Visitor Information Centre and Town Hall during the off-season.
- Occupancy figures for the Town and area are tabulated and comparisons drawn.
- Hits to the Town web site, which is the main tourism site in the area, are tabulated and compared to previous years.

D Historical Visitation:

Please refer to appendix C.

⁶ Annapolis County Marketing Strategy and Plan, March 2003, p. 79

E Existing visitation:

In the current year, visitors from the origin markets identified below account for the following proportions of the destination's visitation to date. (based on the calendar year)

This has to be developed as part of a comprehensive measurement system.

Visitor Information Centre stats for 2005 are:

Originating Market	# of visitors	% of total visitation
Nova Scotia	2096	12.06
Other Atlantic Canada Provinces	513	2.95
Ontario	1792	10.31
Quebec	1083	6.23
Other Canada	1659	9.54
United States	7873	45.29
Other International Markets	2367	13.62
Total	17,383	100.0

F Projected Visitation:

In the year 2012, visitors from the origin markets identified below will account for the following proportions of the destination's total visitation.

Before we can look at 100% tourism revenue growth we need to find ways to slow down and stop the decline in visitors to Annapolis Royal. This changes dramatically the action plan...from growing tourism to saving tourism.

This has to be developed as part of a comprehensive measurement system.

Originating Market	# of visitors	% of total visitation
Nova Scotia		
Other Atlantic Canada Provinces		
Ontario		
Quebec		
Other Canada		
United States		
Other International Markets		
Nova Scotia		
Total		

G Economic Impact:

In 2003, tourism revenues in Nova Scotia amounted to \$1.27 billion. What effect has this had on your local economy? Fill in the following chart to assess the economic impact tourism has made to your local area.

This has to be developed as part of a comprehensive measurement system.

Year	Revenue	Number of Jobs	Municipal Taxes	Payroll
1999				
2000				
2001				

2002				
2003				
2004				
2005				
2006				
2007				
2008				
2009				
2010				
2011				
2012 (projected)				

Section 6: Seasonal Capacity

This section focuses on: sufficient capacity to service visitors on a year round basis.

Using the information identified in Sections 4 and 6 provide the following statistics:

Please Note:

Q1 January - March

Q2 April - June

Q3 July - September

Q4 October - December

A Distribution of total visitation is as follows:

This has to be developed as part of a comprehensive measurement system.

Year	% visitation in Q1	% visitation in Q2	% visitation in Q3	% visitation in Q4
1999				
2000				
2001				
2002				
2003				
2004				

B Accommodation occupancy is distributed throughout the year at the following percentage rates:

This has to be developed as part of a comprehensive measurement system.

Year	% visitation in Q1	% visitation in Q2	% visitation in Q3	% visitation in Q4
1999				
2000				
2001				
2002				
2003				
2004				

The annual average occupancy rate is: 33.1

C What are operators/businesses within the area doing to extend the tourism season? What initiatives have they indicated an interest in pursuing in the future?

Shoulder Season Expansion

Harry Potter – 2 events held to coincide with book launches

Victoria Day Weekend – new annual three day festival

Magnolia Festival: planting have been done

Beaujolais Nouveau – new annual event

Fall Festival – new event planned by ADBOT⁷ for 2006

Victoria Christmas at the O'Dell House Museum

Christmas in Annapolis Royal

Heritage Day

Charter Day

Robbie Burns Day – 2 events in 2006

Conferences

CanIRON V in 2005

Provincial Town Criers' Championship in 2005

Nature Nova Scotia Annual Conference 2006

50th Sea Cadets Reunion at Cornwallis in 2006

Naval reunions in 2006 and 2007

Spirituality of Art (2007)

Spirituality of Wine (2007)

Spirituality of Gardening (2008)

Spirituality of Pets (2008)

Business to business Expo

First B&B Retreat in 2006

New B&B brochure in collaboration with B&B owners from other areas

⁷ Annapolis and District Board of Trade

New year-round operations:

Westside Studio (new)

Annapolis Royal Golf & Country Club (now open year round)

Clothes Basket (new)

Bailey House B&B (new)

Just B (new)

Tulip Tree B&B (new)

The Country Nook (new)

Streetscape Restaurant (expanded)

O'Dell House Museum (now open year round)

Section 7: Travel Trade

This section is focused on the potential to develop packages that extend the season and diversify the product offering, by maximizing partnerships with the travel trade.

- A Has a complete inventory of receptive tour operators bringing motor coach visitors to the area been compiled?

Please select: Yes **No**

If Yes, who manages and maintains this information?

- B Within the last 3 years, have receptive tour operators been contacted by the area to identify:

- | | | |
|---|--------------------|------------------|
| i) the attractions, accommodations and other facilities visited, and visitation volumes | Please select: Yes | <u>No</u> |
| ii) issues that impair visitation or the visitor experience (e.g. parking) | Please select: Yes | <u>No</u> |
| iii) opportunities to improve the visitor experience and increase visitation | Please select: Yes | <u>No</u> |

If you answered Yes to any of the above, who made the contact, when and what were the results?

Have the results of this information been shared with tourism partners within the area?

Please select: Yes No

If Yes, with whom:

- C Can the area be experienced through the purchase of multi-activity/day packages?

Please select: Yes **No**

If Yes, please identify examples of these packages:

- D Are products/experiences created and packaged with the intention of attracting significant market segments?

Please select: Yes **No**

If Yes, please identify these market segments:

- E Is there a demand for the area's type of packages?

Please select: Yes No **Unknown**

This demand is demonstrated by:

- F Is the area considered "friendly", or "very hospitable", by tour operators packaging experiences offered by the destination?

Please select: Yes No **Unknown**

If Yes, how do you know this:

G Do travel agents/tour operators consider the packaging experiences offered by the destination to be:

(Double click on boxes to select and mark the appropriate boxes)

- Good value
- Expensive but worth every cent
- Both

Unknown

How is this determined?

H Have the tourism businesses/operators in the area invested in workshops to help them work with the travel trade industry?

Please select: **Yes , but numbers are unknown** No

If Yes, which workshops, when were they offered, and how many businesses attended?

Workshop	Date Offered	# of Businesses Attended
TIANS Conference		
Product Development Day		
Packaging Workshops – ADBOT Donna Hatt		
Southwest Nova Scotia Regional Workshop		
Southwest Nova Scotia Tourism Conference	January 30, 2006	
B&B Fam Tour		
Destination Workshop – Roger Brooks	May 2005	Narrow Gate Cottages, Hillsdale Inn
Workshops by Pam Wambach - WVDA		

I Is the area represented at consumer and travel trade shows?

Please select: **Yes** No

If Yes, which shows and by whom?

Moncton Show, 2003, 2004, 2005	Town of Annapolis Royal and Acadie 2003-2005
Saltscapes 2005 and 2006	Town of Annapolis Royal and Historic Gardens
Halifax Air Show 2004 and 2005	Evangeline Trail Tourism Association
Boston 2002 and 2006 (the Cat)	Evangeline Trail Tourism Association
Destination Southwest Nova Trade Show 2006	Town of Annapolis Royal
Toronto Travel and Leisure Show 2004 and 2005	Evangeline Trail Tourism Association
TIANS Annual Conference 2003 and 2004	Town of Annapolis Royal, Historic Gardens and private operators
Quebec Show 2005	Town of Annapolis Royal, Province of Nova

	Scotia
Salon Vacances 2004 and 2005	Town of Annapolis Royal, Province NS
Ottawa Show 2006	Town of Annapolis Royal, Province of NS
Princess of Acadia – Marine Evangeline	Town of Annapolis Royal

Section 8: Sustainable Tourism Practices

Meeting the needs of present tourists, while protecting and enhancing opportunities for the future; on managing all resources in such a way that economic, social and aesthetic needs can be fulfilled—while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems.

- A Is an environmental monitoring program in place to ensure the carrying capacities of the natural systems are not overwhelmed by destination visitation?

Please select: Yes No

If Yes, it is described in:

The Town's approval to operate a water distribution system and the Town Water Manual.

The results of an assessment of the water system conducted by CBCL in 2004-2005.

The results of a sewage treatment capacity study conducted in 2005-2006.

The Town's request for approval to operate a sewage treatment plant and the Town's Sewage Treatment Operations Manual which are now before the Department of Environment and Labour.

The Town has also enacted an Off-Road Vehicle Bylaw, the only one in Nova Scotia, which prohibits the operation of all terrain vehicles within Town limits.

In addition, the award winning Clean Annapolis River Project has a system for monitoring water quality in the Annapolis River.

NSPI⁸ also has an environmental monitoring program

The Municipality of the County of Annapolis' strategic plan⁹ contains the following goals:

"To maintain a balance between economic opportunity, social consciousness and environmental stewardship.

To protect the natural environment".¹⁰

- B Does the area consider the impact of increased visitation on the residents' quality of life?

Please select: Yes No

If Yes, what mechanisms are in place for residents to express their opinion?

On a daily basis, all complaints, suggestions and compliments are tracked and acted upon. In 2000, there were extensive public consultations for the revisions to the Town's Municipal Planning Strategy and Land Use Bylaw. In 2002, the Town developed its first strategic plan with community input. All of these important documents will be revisited this fall when once

⁸ Nova Scotia Power Inc.

⁹ Strategic Plan, Municipality of the County of Annapolis, January 2004

¹⁰ Ibid

again, public input will be sought. (Although a three-year planning cycle was envisioned in 2002, the date was pushed to 2006 because of the Port Royal 400th celebrations in 2005.)

- C Are issues or concerns relating to overcrowding, overuse, diminished quality of the environment or diminished quality of the guest experience being raised?

Please select: Yes No

If Yes, what are some of the issues that have been raised and by whom?

Climate change: the Town
Air quality: the general public
Water conservation: the Town
Energy management: the Town

A Green Funds application for the development of a sustainable community development plan has been submitted for funding.

Are there plans in place to mitigate these issues?

Please select: Yes No

All complaints, suggestions and compliments are tracked.

If Yes, what are they and how will those plans be implemented?

A Green Funds application for the development of a sustainable community plan is now before the Province.

- D Has your community established land-use bylaws that support the preservation and management of natural assets and tourism sector growth.

Please select: Yes No

If Yes, please list:

Bylaws:

Heritage Bylaw
Parks and Open Space Zone
Environmentally Sensitive Areas (ESA) Zone
Historic Gardens Zone

Municipal Planning Strategy Provisions:

Planning Strategy Vision, Goals and Policies (“...enabling a rich quality of life for residents and guests to our community”).¹¹
Environment and Conservation Policy
Historic Gardens, Fort Anne and Museum Policy
National Historic District Policy

- E What impact will increased visitation to the destination have on the experience currently enjoyed by visitors?

¹¹ Municipal Planning Strategy, 2000, p. 17

We have excess capacity.

Section 9: Support Services Infrastructure

Visitor amenities, services and infrastructure

- A Do you have a water treatment facility in place which has the capacity to accommodate existing levels of visitation?

Please select: **Yes** No

If No, are you planning to implement a water treatment system?

Please select: Yes No

If Yes, how long until it is in place?

Will this provide sufficient capacity to accommodate projected levels of visitation?

Please select: **Yes** No

If No, how will the area address this issue?

- B Do you have a sewage treatment facility to accommodate existing levels of visitation?

Please select: **Yes** No

If No, is there a plan to develop a sewage treatment facility?

Please select: Yes No

If Yes, how long until it is in place?

Will this provide sufficient capacity to accommodate projected visitation?

Please select: **Yes** No

If No, how will the area address this issue?

- C Are there public, well-maintained permanent washrooms available at strategic locations throughout the area.

Please select: Yes No

If Yes, please identify:

Location	# of Individual Toilet Units	Maintained by	Open Year Round	
Kings Theatre	6	Kings Theatre	Yes	
Visitor Information Centre	3	ADBOT		No
Historic Gardens	6	Historic Gardens		No
ARTsPLACE	1	ARCAC	Yes	
Town Hall	3	Town of Annapolis Royal	Yes	
Mickey Hill Pocket Wilderness	2		Yes	
Raven Haven	4			No
Delap's Cove Wilderness Trail	2		Yes	
Kejimkujikmkujik NP & NHS			Yes	
Upper Clements Picnic Park	2			No
Port Royal NHS	10	Parks Canada		No
Fort Anne NHS	9	Parks Canada		No

D Is the road, transit, and parking capacity in place to accommodate existing levels of visitation?

Please select: Yes No

If No, is there a plan in place to address issues of road (maintenance/construction), transit (route creation/expansion), and parking capacity for existing levels of visitation?

Please select: Yes No

If Yes, please outline what is planned:

Will this provide sufficient capacity to accommodate projected levels of visitation?

Please select: Yes No

If No, how will these issues be addressed?

Signage is required.

E Do the main transportation routes to the destination core have:

- | | | |
|--|---------------------------|-----------|
| i) frequent and easy to read directional signage | Please select: Yes | <u>No</u> |
| ii) well maintained road surfaces | Please select: Yes | <u>No</u> |
| iii) attractively maintained public spaces | Please select: <u>Yes</u> | No |

To prevent traffic congestion, are there alternate modes of transportation available? (e.g. public transit, shuttle service, satellite parking facilities)

Please select: Yes No

If No, do you plan to address this issue?

If Yes, identify modes of transportation:

King's Transit
Health Centre shuttle service
Transcounty Transportation Society

F Do all businesses and attractions serving the motorcoach tour market have sufficient on-site bus parking — or access to bus parking/staging areas?

Please select: Yes No

Fort Anne National Historic Site
Port Royal National Historic Site
Melanson Settlement National Historic Site
Annapolis Royal Historic Gardens
Visitor Information Centre

If No, where are motor coaches directed when they arrive and are there issues that arise as a result of these arrangements?

Section 10: Visitor Support Services

A tourism destination area consistently offers high-quality, visitor support facilities and services in response to market demand

- A Is there a Visitor Information Centre in the area?

Please select: Yes No

If Yes, where is it located?

Seasonally, at the Tidal Power Station on the causeway, and at Town Hall year round. After hour services are provided by the Annapolis Royal Historic Gardens, the Town's Police Department and the Public Works Department.

- B Is there public Internet access easily available to visitors?

Please select: Yes No

If Yes, identify these Internet access sites:

Tidal Power Generating Station/ Visitor Information Centre
Library
Annapolis Royal Historic Gardens

- C Are taxi drivers required to complete service delivery training and briefings on tourist attraction locations.

Please select: Yes No

If Yes, what type of training are they required to take?

If No, why are they not required to take service training?

Would they be open to taking service training, if offered?

Please select: Yes No

- D Is a trained, qualified labour force available to serve visitor demands at a level that maintains guest satisfaction?

Please select: Yes No

Is there a sufficient pool of trained, qualified labour to accommodate future tourism needs in the area?

Please select Yes No

If No, please specify areas of concern:

- G Does the area have a number of businesses and operations with staff trained in customer service?

(e.g. SuperHost?)

Please select: Yes No

Visitor Information Centre: All current staff have received Superhost training in May 2005 and May 2006. All staff also undergo Service First training programs offered through TIANS. The Superhost program will be offered again in Annapolis Royal in 2006.

Many operators such as the Historic Gardens and Parks Canada offer their own in-house training which covers many of the same components as Superhost.

If Yes, this information is documented in:

H Is current travel information on the area available through the following:

Travel Guides: Doers' and Dreamers' Guide
Destination Southwest Nova Scotia
Festivals and Events
Saltscapes
Motorcycle Guide
Studio Rally
AAA/CAA
Foders
Fromers
Lonely Planet
And many more too numerous to name

Website address: www.annapolisroyal.com

Brochures: see Section 4E

Other: travel writers
CBC
Port Royal Video
Films and documentaries
SWAP TV for kids
PBS

Are the websites identified above linked to any other tourism websites?

Please select: **Yes** No

The Town and many of our operators are linked to and from other tourism related sites. For example the Historic Gardens are listed on numerous websites for gardens, museums, attractions, etc. and they in turn link to many garden websites.

Too numerous to name.

Are any other tourism websites linked to the ones above?

Please select: **Yes** No

The Town and many of our operators are linked to and from other tourism related sites. For example the Historic Gardens are listed on numerous websites for gardens, museums, attractions, etc. and they in turn link to many garden websites.

Too numerous to name.

Please identify these linkages.

Linked-to:

Other websites link-to this site:

Now that you have completed the workbook, use the results to identify gaps, opportunities and competitive strengths.

Attraction a natural site, a man-made facility or an area which draws visitor traffic by providing an opportunity for individuals to participate in an experience, away from home. Local attractions are often based on a resource unique to that particular local area or community. For example: a natural resource (tides); cultural resource (theatre); historical resource (historic site) or a local industry (fishing).

Bouctouche Community Training Workshop a 2-day interactive tourism training experience held in Bouctouche, New Brunswick, that builds on the lessons of that community. Training for Nova Scotian communities is sponsored by the Department of Tourism, Culture and Heritage, and Tourism Atlantic, and is dependent on participation in the Sustainable Tourism Community Screening Program.

Brand/Branding Is the sum of the experiences a person has with a product. It embodies the organizations/destinations promise to consistently deliver a specific set of features, benefits and services to the visitor. (Marketing Partners Inc., 2004)

Nova Scotia's Brand Positioning statement says: "To people who appreciate the sea, Nova Scotia is Canada's foremost seacoast destination that offers an authentic experience for your body and soul better than any other destination because only Nova Scotia combines spectacular scenery, living tradition, maritime culture and lifestyle with a feeling of deep-down spiritual satisfaction."

Business Plan a comprehensive planning document which clearly describing the business developmental objective of an existing, or proposed, business. The plan addresses the What, Why, How and When of starting or expanding a business and demonstrates its viability/feasibility. Typically a business plan is a critical step in developing a successful business, and is required when applying for assistance or lending programs.

Carrying Capacity The maximum number of people who can use a site without an unacceptable alteration in the physical environment; a decline in the quality of experience gained by visitors; or adverse impact on the society, economy, and culture of the tourism area. ((Mathieson and Wall, 1982) Innkeep, 1991)

Channel of Distribution methods by which sellers reach potential buyers; travel agents, tour operators and tour wholesalers are part of this system within the tourism industry.

Competitive Advantage an advantage a business has over its competitors due to the quality or superiority of products or services; this advantage will persuade consumers to buy from that business, versus a competitor.

Cooperative Marketing the sharing of marketing costs for mutual benefit. Participants in a cooperative marketing initiative may include one or more travel product suppliers, a destination marketing organization, and travel-trade companies (i.e. tour operators or wholesalers). Usually all participating organizations share in the administration and/or cost of the marketing program.

Core Attraction the feature(s), facility(ies), and/or experiences which act as the primary motivators for most travel to the destination; the attractions with the most tourist visits in the destination. Core attractions can differ from season to season. (For example, there may be golf and skiing at a four seasons resort destination.) A core attraction can also be the product of a grouping of assets, all relating to a specific theme (e.g., forts and battlefields), or an experience enabled by a grouping (e.g., a resort experience supported by fishing, canoeing, dining and accommodations resources, a rural get-away experience supported by country road and trail, shopping, dining, and B&B resources. See: Supporting Attraction)

Demand generators activities available at a destination—attractions, things to do and see—that can, on their own, generate new visits from certain market segments particularly for special interest/special activity visits, and special-event visits. Demand generators include:

- a critical mass of unique and appealing attractions, events, cultures, entertainment and leisure activities;
- quality, appealing experiences of special interest to visitors, different from those available at home;
- scenery and natural areas for recreation, relaxation and enjoyment;
- programming and packages to appeal to special interests; and
- a sufficient level of high impact marketing activities to highly targeted market segments.

Demand supporter an activity that may not directly contribute to motivating a tourism visit, but may be of sufficient interest to motivate a market segment to include it in their agenda while at the destination. Demand supporters include:

- interesting and unique shopping, particularly for indigenous products and crafts;
- quality dining, including unique indigenous cuisine;
- quality accommodations of various types;
- easy access to information, reservations and visitor services;
- quality travel routes and signage;
- access to a well-developed tourism product distribution network, i.e., tour operators, packagers, travel agents;
- convenient, fast and affordable transportation to access the destination;
- trained, professional service and hospitable staff; and
- a safe environment.

Direct selling a method of securing business through direct contact with potential customers.

Direct marketing the use of marketing media that involves direct contact with individual consumers. This includes direct mail and email that is sent to targeted individuals.

Familiarization or “fam” tours (also called product knowledge tours) a complimentary or reduced-rate travel program for tour operators, travel agents or travel writers, designed to improve knowledge about a particular destination or package. The purpose in the first two cases is to encourage active marketing support; in the third it is to encourage the writing and publication of positive media stories about the destination, thereby raising its public profile.

Feasibility study a preliminary study to assess the potential of an opportunity, and to determine if it is financially viable. The study addresses issues including the project's benefits, costs, effectiveness, alternatives considered, analysis of alternative selection, environmental impacts, public opinions, and other factors.

Goals tourism goals are clear, concise statements that broadly outline what the community/organizations would like to see happen to tourism in the community. Goals should provide direction for the accomplishment of more specific, immediate, and related objectives.

Marketing Collateral print materials used for marketing (i.e. brochures, flyers, information sheets, etc.)

Market-driven strategy a strategy in which market demand directly impacts the product development process.

Market-readiness the state of preparedness of a tourism operation, or a destination as a whole, in meeting the expectations of its customers; refers to the entire spectrum of things affecting customer satisfaction: i.e. quality of facilities and services, range of services provided, information services, business policies and practices that affect the customer directly or indirectly, etc. This term can also refer to the state of preparedness in meeting needs and expectations of the travel trade.

Market Segment a group of consumers who respond in a similar way to a given set of marketing efforts. Different market segments can exist within a target market.

Niche Markets the tailoring of products to meet the needs and wants of narrowly defined market segments. An example would be avid birdwatchers who are prepared to travel for that activity.

Nova Scotia Tourism Partnership Council (TPC) an industry-led group that is responsible for directing the planning and delivery of provincial tourism marketing and product development programs. The partnership enables industry and government to share decisions, responsibilities and resources and means that the industry is directly involved in decision making regarding government tourism-related programs and spending.

Nova Scotia Visitor Exit Survey (VES) a survey that involves extensive interviews with visitors as they leave the province. It includes a wide range of data on visitor socio-demographic characteristics, activities, interests, spending etc.

Objectives specific outcomes that can be measured using agreed criteria (see Goals above). Tourism objectives are more specific than goals and represent the ends to which community action should be directed.

On-Site Spending spending by visitors. This usually includes: admission fees or tickets; retail purchases (gifts and souvenirs) and food and beverage purchases.

Package a mix of tourism attractions and/or activities and associated visitor services that is organized into a single product and sold as such.

Paid Media media advertising that is paid for rather than obtained free as publicity.

Primary research collection of new data that is not available from existing sources. Doing primary research on visitors to your community could involve doing surveys or interviews (see secondary research).

Product-Market Match matching the products and resources of an area with the markets that offer the best opportunity.

Receptive Tour Operator a person or company that specializes in particular destinations, and provides services at the destination to group travel organizers and tour operators. Some operators limit their services to the community and area in which they are based; others provide services to entire regions.

Regional Tourism Industry Associations (RTIA) Nova Scotia has a number of regional tourism associations; some incorporate just one county; others represent larger regions. These associations are membership-based and undertake a variety of activities and

services on behalf of their members, including: developing regional publications, attending trade shows, various marketing activities, running travel information centers; advocacy on local issues.

Seasonal Capacity The ability to provide tourism products and services, throughout different seasons of the year, to meet tourism demand.

Secondary Research data and information that has already been collected or compiled by someone else (see primary research).

Stakeholder those individuals, groups, and parties that either affect, or who are affected by, an action of an organization or an event that may take place. As a general rule, stakeholders include all internal (community) and external (visitors) individuals.

Strategic Planning the process by which an organization envisions its future and develops strategies, goals, objectives and action plans to achieve that future.

Supporting Attraction secondary attractions with features or facilities that draw visitors to the destination area by augmenting the experience. Typically, these attractions are distinguished from core attractions by their smaller visitation numbers; however, supporting attractions can be primary travel motivators (i.e. core attractions) for some markets — typically niche markets.

Sustainable Tourism Community Screening Program A half-day, facilitated community workshop designed to identify community strengths, weaknesses, opportunities and threats to sustainable tourism development. The program is sponsored by the Department of Tourism, Culture and Heritage and the Atlantic Canada Opportunities Agency and held in the local community.

SWOT Analysis (Strengths, Weaknesses, Opportunities and Threats) a technique that provides scope for an organization/community to list all its strengths, weaknesses, opportunities and threats. This analysis should lead to identifying priority markets and opportunities/needs for growing and/or strengthening tourism in the area. Typically, strengths and weaknesses are internal attributes of the organization/community. Opportunities and threats are external, and tend to be much more difficult to control.

Target Market a clearly defined group of customers (i.e. specific individuals, sharing common needs or characteristics); because a high probability exists that members of this group will purchase your product or service, you have selected them as the targets for your focused marketing activities.

Tour Operator a business that designs, develops, markets and operates packaged travel and tourism products and tours. Tour operators sell through travel agents and/or directly to consumers.

Tourism the activities of persons traveling to, and staying in, places outside their usual environment for leisure, business and other purposes and staying for not more than one consecutive year. In Nova Scotia, this term includes:

- Persons from outside the province, whether they be on overnight or same-day trips to Nova Scotia;
- Nova Scotians who travel within the province, and stay away from home overnight or longer;

- Nova Scotians on same-day trips who travel more than 80k one way from their place of residence (excluding persons commuting to work).
Tourism Insights a monthly statistical report of tourism activity in Nova Scotia, published by the Department of Tourism, Culture and Heritage.

Tourism demand all visitors and travelers who meet the definition of tourists.

Tourism suppliers all businesses that provide facilities and services used by tourists; includes businesses that cater solely to tourists, (i.e. accommodations, car rental businesses) as well as those that cater to tourists markets in addition to resident markets (i.e. restaurants, attractions).

Tourism Industry Association of Nova Scotia (TIANS) a membership-based organization with primary roles including: advocacy on behalf of the industry; representation of tourism sectors and regions; communication with the industry and tourism education; and human resource development. Also acts as resource to the tourism industry on a wide range of issues, policies, and trends.

Tourist 1. someone who travels for pleasure. 2. a temporary visitor, staying for at least a day in the region, and travelling for a purpose classified as either: holiday (recreation, leisure, sport and visit to family, friends or relatives); business; official mission; convention; health reasons. In Nova Scotia, the term can refer to persons on same-day trips who travel more than 80k one way from their place of residence (excluding persons commuting to work).

Travel Agent/Agency a licensed, travel-product retailer that provides travel information, reservations and other forms of assistance to consumers, companies and groups in making travel arrangements (sometimes referred to as a retailer).

Travel Experience an activity that replaces goods and services, and addresses consumer demand for activities which stimulate and enhance creative capacities through travel.

Travel Trade a term describing the full range of organizations that operate as intermediaries in the travel and tourism industry; these typically include tour operators, wholesalers, receptive operators, and travel agents.

Travel Writers writers who specialize in writing about destinations and travel experiences for travel journals, magazines and newspapers.

Trends the general direction of the market over a specific period of time.

Unique Selling Propositions (USPs) the unique characteristics and experiences of a travel product or package that are used to promote and sell it.

Visiting Friends and Relatives (VFR) acronym for visiting friends and relatives.

Vision a picture of a future, desired situation; a description of what tourism in the community could be like, at some point in the future — what types of products and services will be offered, what unique advantages and appeals the community will offer visitors. A vision should be realistic.

Wholesaler a company that operates as an intermediary between the travel product supplier and the retail travel agent in the marketplace, generally providing services such as

information and reservations to travel agents. Tour operators, central reservation systems, online booking systems, representation companies, and sales agents are common examples of tourism wholesalers.