

Roger Brooks
Destination Development Report Card
January 2013



Peggy's Cove Visitor Information Kiosk



Vision

To be the voice of collaboration to grow a healthy year-round economy while sustaining the unique, cultural and natural environment of the Bluenose Coast

Introduction

In July of 2008, Roger Brooks from Destination Development International Inc. in Seattle did an extensive on-site Market Readiness Assessment for Bluenose Coast. His common sense wisdom and practical approach struck a chord with everyone who attended his “Bootcamp”, which was open to all interested partners at no cost. This report card reflects the direct result of our efforts made based on the recommendations made by Roger Brooks resulting from his assessment of our region.

Objectives

- As Roger Brooks and our vision states - put community first - support economic development, our way of life and the environment.
- Increase visitation, length of stay and visitor spending by raising awareness and providing itineraries /experiences, wayfinding within region and a more diversified and clearly identified product.
- Support and enhance grass roots industry development.
- Reinforce delivery of Nova Scotia Brand through development of complimentary Bluenose Coast identity.
- Identify Bluenose Coast Region visually to create a sense of arrival and place.
- Increase Market Readiness through on-going education and collective support.
- Create a compelling experiential, interactive website to augment and link to individual communities, DMO and Provincial sites.
- Provide wayfinding through signage, 24/7 kiosks and print maps.
- Develop unique and authentic experiences augmented by regional cooperation.
- Encourage beautification and community cooperation.

Outcomes for Goals as identified in Destination Development Plan 2009

1.0 Discover a Bluenose Coast identity based on Roger Brook's recommendation: *"Bluenose Coast on Nova Scotia's South Shore"*

Key Outcome: The regional product reflects a new clarity of identity and sense of community pride which results in better offerings working to increase visitation, increase length of stay resulting in increased revenue for communities.

- Discovered the Bluenose Coast identity through a series of workshop sessions with involved stakeholders based around the development of the BC map brochure for a coordinated and consistent look and feel
- Developed a visual identity which includes logo, typefaces, colours. This was used to coordinate and connect visually for regional intuitive identity: regional visitor information kiosks , BC map brochure, regional signage, website / blog and Facebook
- Defined product and service offerings by developing itineraries for use in all applications keeping core experiences top of mind
- Identity presents Bluenose Coast region as individual communities coordinating as a total product filled with the diversity of each community- the promise to our visitors.



Visiting Lunenburg on Bluenose Coast



**Experiential
Photos**



2.0 Create a bank of photos that accurately represent the Bluenose Coast Experience

Key Outcome: Photos are used in all applications including: website, brochures, maps, kiosks, ad templates, displays and where ever a photo can enhance the message.

- This is on-going.
- Currently we have gathered extensive files of both high and low resolution photos for many experiences that take place within the Bluenose Coast region
- Photos have been used on the kiosks, the BC map brochure, experience development, Saltscapes promotion, signage, website, Facebook, South Shore Guides, Doers and Dreamers,
- These are shared freely wherever possible and required by other tourism agencies

3.0 Develop Product Development and Communications Plan

Key Outcome: Unlike individual community plans, Bluenose Coast works to pull the region together as one product – think Cabot Trail. Thus visitors have access to a broader range and critical mass of experiential activities, hidden gems, itineraries, diversity and the information that helps them plan a vacation that encourages a longer stay within the region

- Continue to coordinate regional content for DMO, Provincial websites, Doers and Dreamers and South Shore Guide
- Created BC Website / blog to tell our own regional story and link to industry, chambers, other regional tourism organizations and the province
- Developed an interactive Facebook page which includes our map exactly as in the print brochure and on the kiosks – all linked to operators
- Coordinated design and showcased product as a coordinated region through local Saltscapes travel shows
- Attended Experiential Workshop in Riding Mountain with Celes Duvar
- Coordinated experience development workshops with province in Lunenburg
- Continue experience development within region, on-going, example Bluenose II Re-build



Bluenose II Rebuild Experience Development

4.0 Destination development wayfinding map and itinerary brochures.

Key Outcome: We have a much needed map of the region and individual communities, which includes: things to do, experiences, itineraries and hidden gems. All kiosks, signage plans reflect the look and feel of this map thus providing a consistent identity which is the basis of our wayfinding and communication including print and online.

- BC Map was one of the first items identified by Roger Brooks as a desperate need. In addition, it was the top request in a survey of questions asked of the Visitor Information Centre Managers by Bluenose Coast. As such it was the first undertaking based on Roger's recommendations. It has proved to be exceptionally popular with our visitors. This map will contain a map of the larger region of Bluenose Coast, maps of individual communities, "things to do", "hidden gems", how to find them and a legend and photos. We have printed and distributed over 100,000 map brochures.
- We have assisted others in developing community maps – example the Village of Chester merchants map who also used Roger's direct recommendations to show shops and take a creative theme and have created a popular and creative map
- We have consulted with others to attempt to coordinate and reinforce the look of this region through their brochures

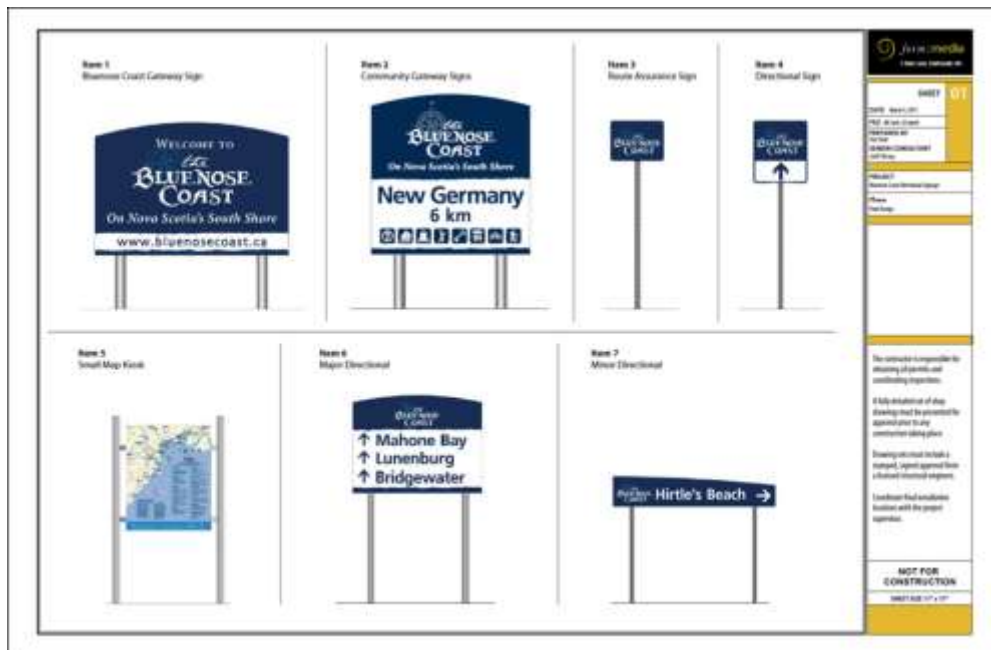


Basic Bluenose Coast Map

5.0 Develop a complete signage plan including tender ready drawings and placement.

Key Outcome: We have a comprehensive signage plan that defines the region and provides a sense of arrival to a special place, provides much needed way finding, and offers 24/7 information in appropriate places. This provides the basis for a unified look. Currently this plan has acted as a catalyst in two specific communities working toward developing a compatible approach and look for directional wayfinding for visitors

- Informational kiosks were part of the overall wayfinding plan. Both the kiosks themselves and the information panels that were installed on them were a 50% partnered project with the Department of Tourism and all the BC communities. All together fourteen kiosks were installed and work was done by all parties to develop maps, photograph high resolution photos and to choose the iconic experiences in each community that also reflected the total BC experience. This project also served to draw communities together and to underline the need for tourism as an economic driver
- A complete Bluenose Coast Signage Plan was finished and rolled out to respective communities in November 2011. The plan consists of a clear set of drawings, identification of placement and estimated costs of implementation. Further implementation has become a long process due to new municipal by-laws now required
- We have been participating in a working group addressing signage in St. Margret's Bay

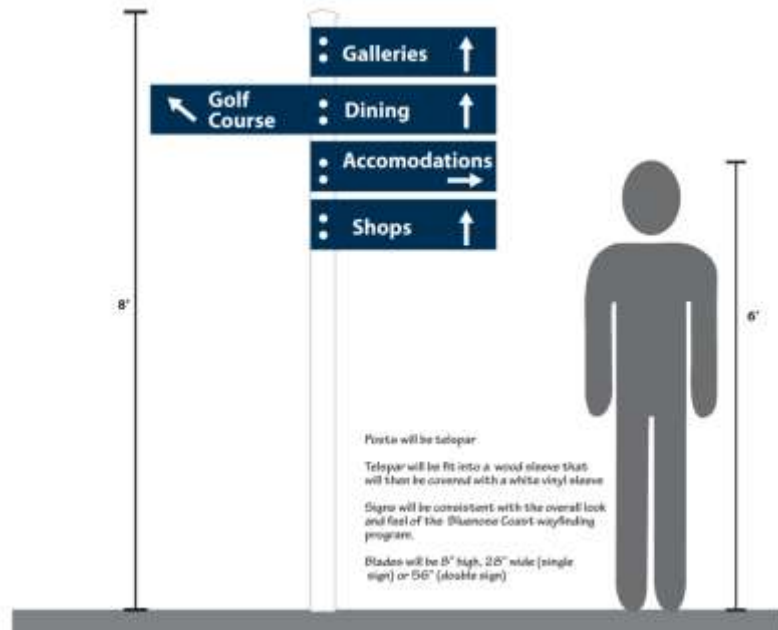


Sample Designs for Bluenose Coast Signage Plan

- Chester Municipality chose to do a Bluenose Coast compatible pilot signage project. It was determined that visitor directional wayfinding signage was needed to direct visitors into the Village of Chester. Many visitors simply drove through not realizing that they had missed the whole experience.
- By-laws required changing and permits were required from the Department of Transportation Infrastructure and Renewal to proceed
- Again the project was designed to reflect the overall look of BC. The sailboat image on the sign is the same as the one in the BC map brochure – reinforcing the intuitive wayfinding plan. Simple signage has been designed and planned for inside the village



Chester Village Directional Sign



Village Directional Signs

6.0 Community Partnerships and Development

Key Outcome: Bluenose Coast is working constantly to raise awareness of the fact that tourism is an important economic driver for Nova Scotia particularly in rural areas. As such planning and development initiatives speak directly to the BC vision: ***To be the voice of collaboration to grow a healthy year-round economy while sustaining the unique, cultural and natural environment of the Bluenose Coast.***

Roger Brooks' recommendations resonate with community leaders in driving appropriate development forward. He refers to tourism as, "the front door to economic development"

- The Destination Coordinator has been directly involved in numerous grass roots community planning and focus sessions participating from the viewpoint of the visitor and reinforcing Roger's recommendations.
- The coordinator has made numerous presentations to councils and community groups to reinforce Roger's recommendations

- We have hosted two of Roger Brooks Webinars and have purchased DVDs for use with community organization training and information. This is on-going.
- A local newspaper ran a series of articles reporting on Roger's recommendations followed his bootcamp in 2009
- His full report is hosted on the BC website www.blunosecoast.ca by popular demand
- Roger's recommendations regarding
 - beautification as a solid investment
 - experience development - promote this, not the "county or municipality"
 - Wayfinding – clear, intuitive, reflect community values, eliminate clutter
 - 24/7 visitor information available
 - improve community signage
 - pedestrian friendly town and village centres
 - development of critical mass:10-10-10 places to stay, shop and eat
 - comfort in washrooms, park benches, parking
 - promoting primary lure – our icons
 - promote locals favourites of "hidden gems"
 - cross promote within the region
 - jettison the generic – differentiate and be the best
 - importance of being "open" for business – open later

Organizations Involved

Nova Scotia Department of Tourism, Culture and Heritage (DTCH)

St. Margaret's Bay Regional Tourism Development Association (SMBRTDA)

Hubbards and Area Business Association (HABA)

Aspotogan Heritage Trust (AHT)

Municipality of the District of Chester

Municipality of District of Lunenburg

Town of Lunenburg

Town of Mahone Bay

Town of Bridgewater

St Margaret's Bay Chamber

Chester Municipal Chamber of Commerce

Mahone Bay Chamber of Commerce

Lunenburg Board of Trade

Bridgewater Chamber of Commerce

Village of Chester Tourism and Development Association (VOCTADA)

Chester Merchants Group

New Ross Regional Development Society

Chester Basin Heritage Society

Western Shore and Area Improvement Association

Oak Island Resort and Spa

New Ross District Museum Society (Ross Farm Museum)

NSCC students and faculty

Destination Halifax

DSWNS

Lunenburg Queens Regional Development Agency (LQRDA)

Bluenose Coast

BC has become the driver and collaborator for tourism product development and communications at the grass roots level in our region. Working together is the most cost-effective way to achieve our goals and the best way to offer the “critical mass” of inventory that Roger so encourages. Together we are a premiere destination.

We know that the majority of our Bluenose Coast visitors come from within our own province. This means that we have a genuine opportunity to encourage this “local” visitation while reducing concerns about the impact on tourism of serious issues like; the loss of the Yarmouth ferry, costly air access, rising gas prices, fluctuations in the dollar, and US border regulations.

Roger Brooks tells us that tourism is the fastest growing industry in the world. We cannot ignore the opportunities offered by our magnificent destination.

Respectfully submitted,



Smooth sailing~~~~~
Trudi Curley