



CAPE BRETON ISLAND

Your Heart Will Never Leave



Presentation to Inverness County

Pandemic Initiatives

#CapeBreton Takeout

Great local eats, delivered.
Get takeout tonight!

CapeBretonTakeOut.ca



66 participating food
operators

18,630+ pageviews

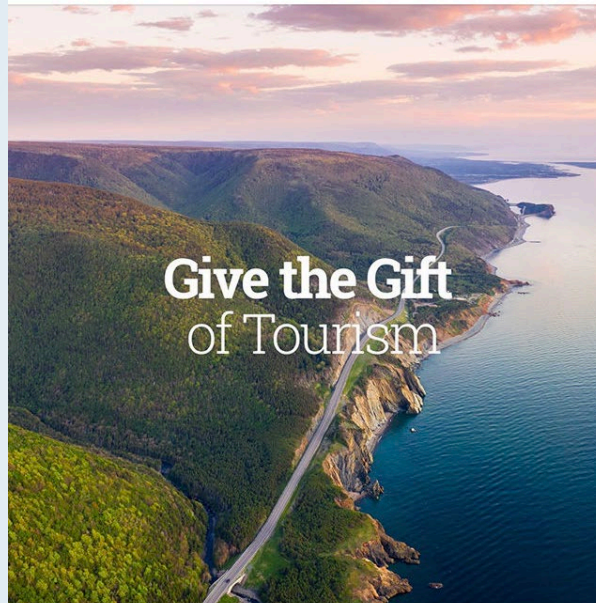


Cape Breton Island

Sponsored · 🌐



Looking for a gift for an upcoming birthday or graduation? Purchase Gift Cards today to use when it is safe to do so and look [...See More](#)



VISITCAPEBRETON.COM

Give the Gift of Tourism

Covid-19 updates are also availab...

[LEARN MORE](#)

33 participating operators

Mother's Day promo



Cape Breton Island

Published by Adam Hill [?] · May 21 at 10:14 AM · 🌐



Day 21 of Thanks, brought to you by the Municipality of Inverness County, [Canada's Musical Coast](#).

Thanks to Charlene Byrne! Charlene is a nurse at the Northside Community Guest Home. She goes above and beyond to ensure the care and comfort needed by the residents is received. Each day she risks her own health without hesitation. To show appreciation for everything she does, she is receiving experiences from [Inn on the Intervale](#) and [Route 19 Brewing](#). Thank you for being there ... [See More](#)



'Each day my mom risks her own health, without hesitation or complaint, to keep our seniors safe. She, along with all front line workers, is a hero!'

- Kayla Byrne



37 essential service providers

Gift cards from 63 operators

The Current Situation

Active Cases of Covid-19 in Nova Scotia



- 3 active cases in NS + 29 in NB + 0 in PE + 1 in NL = 33 in Atlantic Canada
- Travel within Nova Scotia is encouraged
- Active discussions about a Maritime or Atlantic bubble

The Recovery Picture



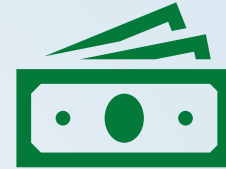
Demand

- Pent-up demand with limited options
- Reluctance to travel for safety reasons



Supply

- Gathering limits and social distancing
- Events cancelled
- Cruise shutdown
- Some operators not opening



Economy

- Impact on disposable income
- Savings impacted

Annually, Nova Scotians spend \$990 million on travel inside the province and \$800 million on travel out of province.

Resident Sentiment

| % Somewhat / Strongly Agree % Tout à fait d'accord / Plutôt d'accord | BC/C.-B. (n=203) | AB/Alb. (n=211) | SK/MB Sask./Man. (n=201) | ON/Ont. (n=601) | QC/Qc (n=409) | ATL (n=200) |
|---|---------------------|--------------------|--------------------------------|--------------------|------------------|----------------|
| From other communities near me / ... des visiteurs de collectivités voisines | 57% | 60% | 51% | 41% | 56% | 53% |
| From other parts of my province / ... des visiteurs d'autres parties de ma province | 46% | 59% | 49% | 35% | 48% | 56% |
| From other parts of Canada / ... des visiteurs d'autres régions du Canada | 22% | 40% | 24% | 31% | 42% | 19% |
| From the United States / ... des visiteurs des États-Unis | 7% | 14% | 8% | 11% | 15% | 11% |
| From other countries / ... des visiteurs d'autres pays que les États-Unis | 6% | 16% | 10% | 11% | 17% | 12% |

A majority of Atlantic Canadians are open to visitors from other parts of their province, but not outside of the province.

Public Health Order

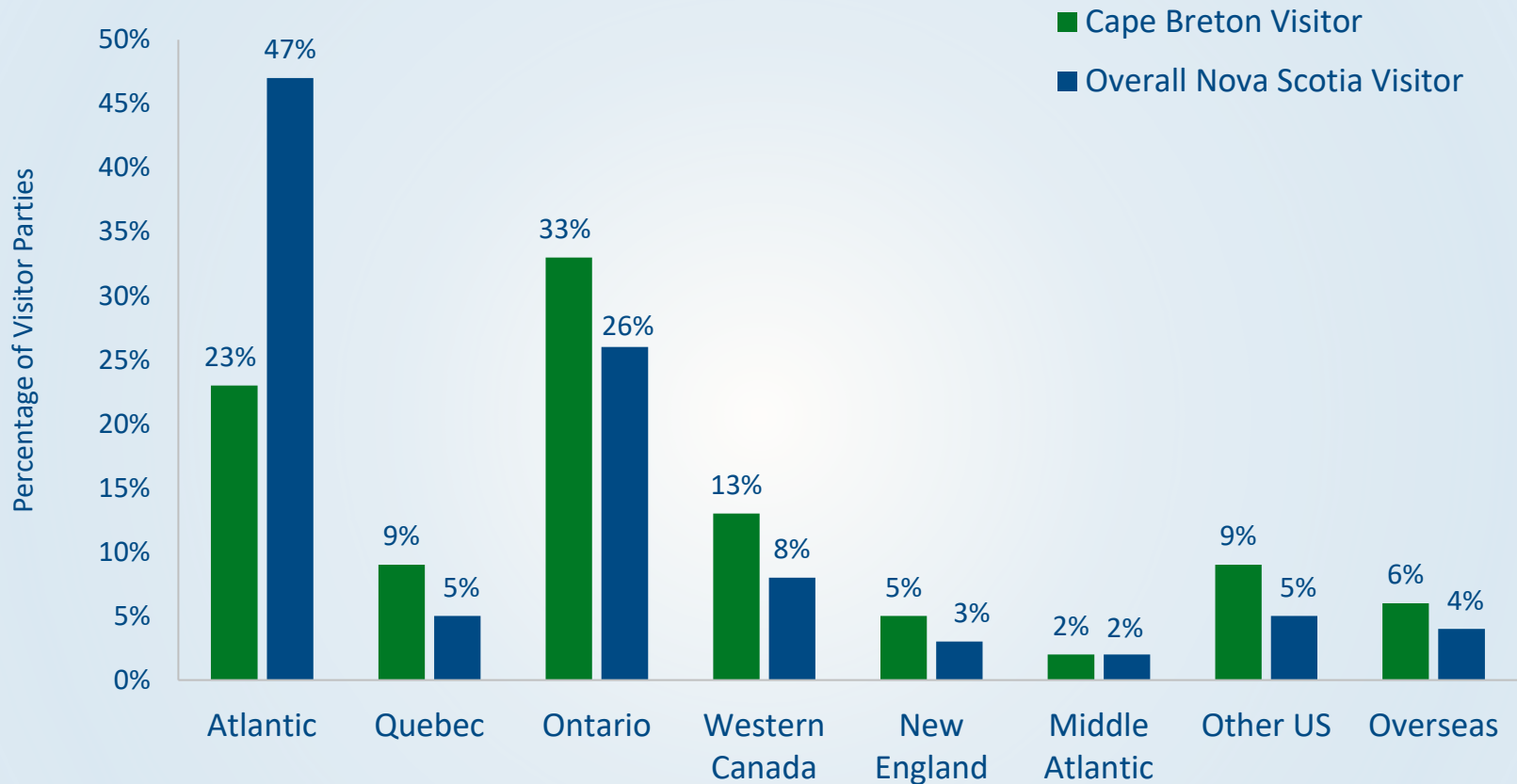
ORDER BY THE MEDICAL OFFICER OF HEALTH UNDER SECTION 32 of the HEALTH PROTECTION ACT 2004, c. 4, s. 1.

All persons who enter Nova Scotia must self-quarantine or self-isolate for a period of 14 days upon entry (except Workers who are essential to the movement of people and goods).

Police are authorized to enforce orders under the Health Protection Act related to self-isolation and social distancing, and can issue summary offence tickets for people who are not adhering to those orders.

Operators have a moral obligation to inform visitors of this order for the safety of your staff and your community.

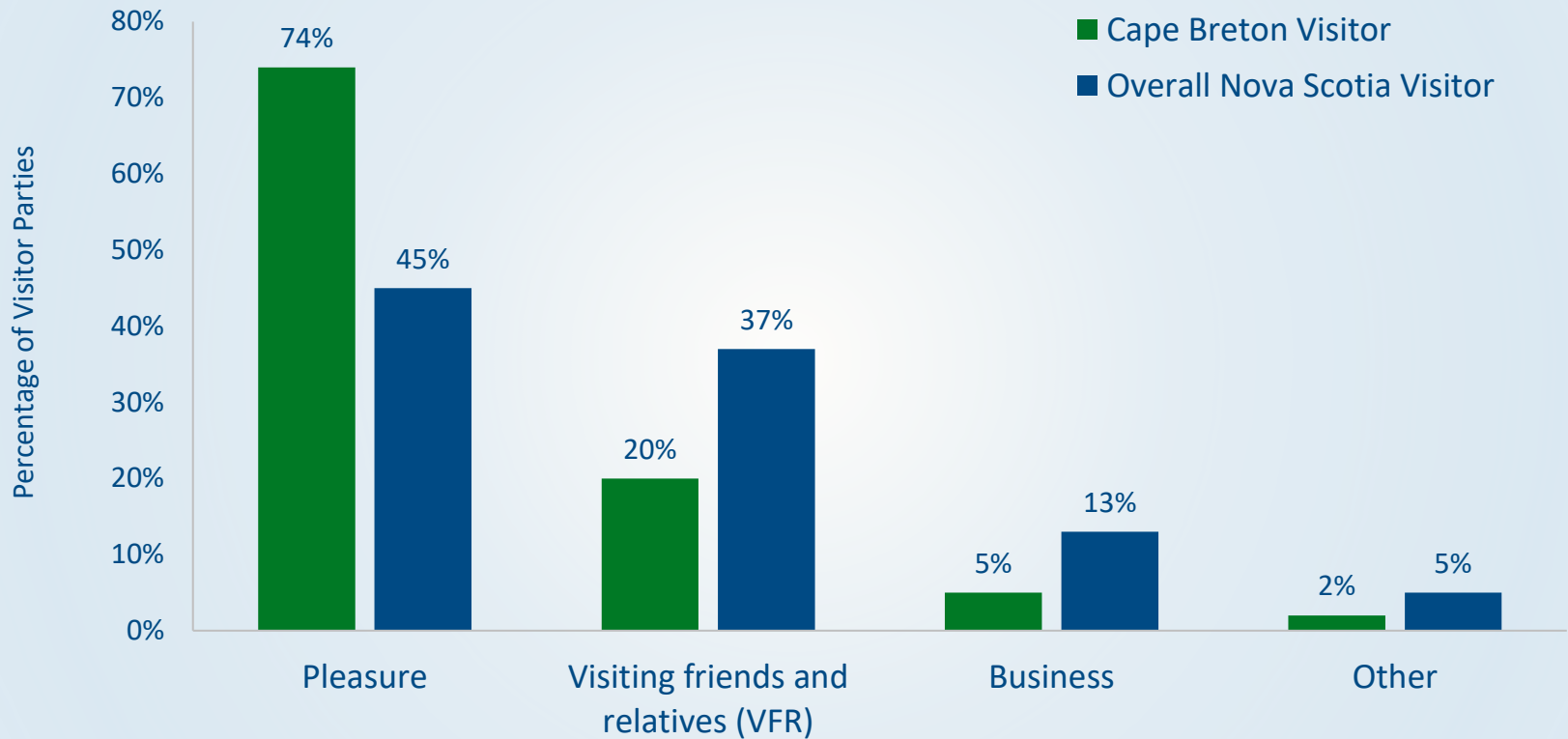
Visitor Origins



Source: Nova Scotia Visitor Exit Survey

77% of our visitors are from out of region in a typical year.

Trip Purpose



Source: Nova Scotia Visitor Exit Survey

We are a pleasure travel destination – a good position when there are limited vacation options.

Marketing Strategy





Experience Focus

Main Motivators

Cabot Trail

Outdoor (Hiking, Kayaking, Biking, Beaches, etc.)

Niche Categories

Golf

Motorcycling

Boating

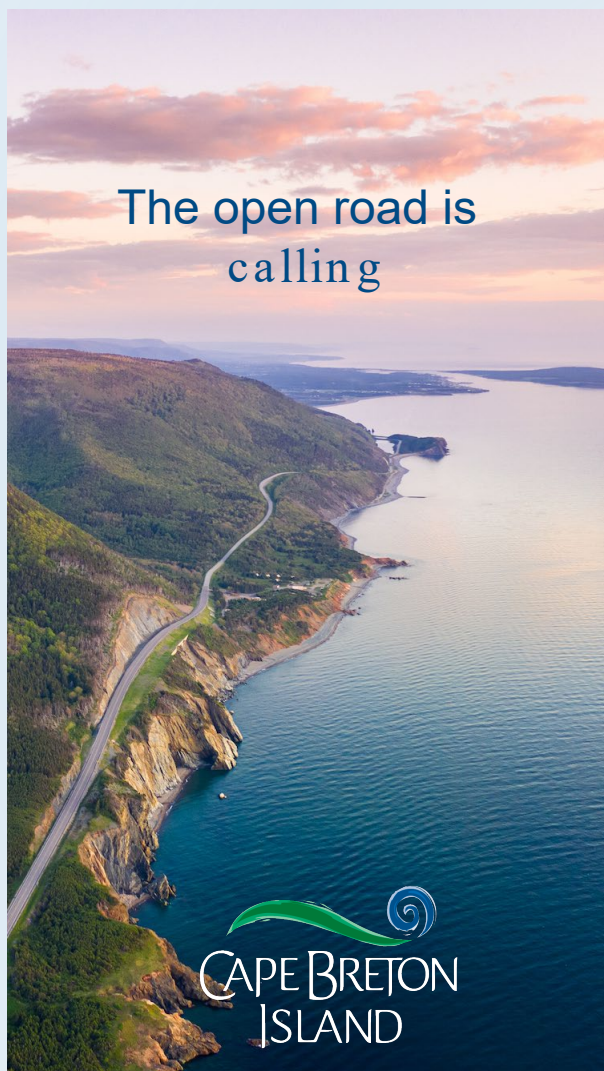
Fishing

Culinary (lobster)

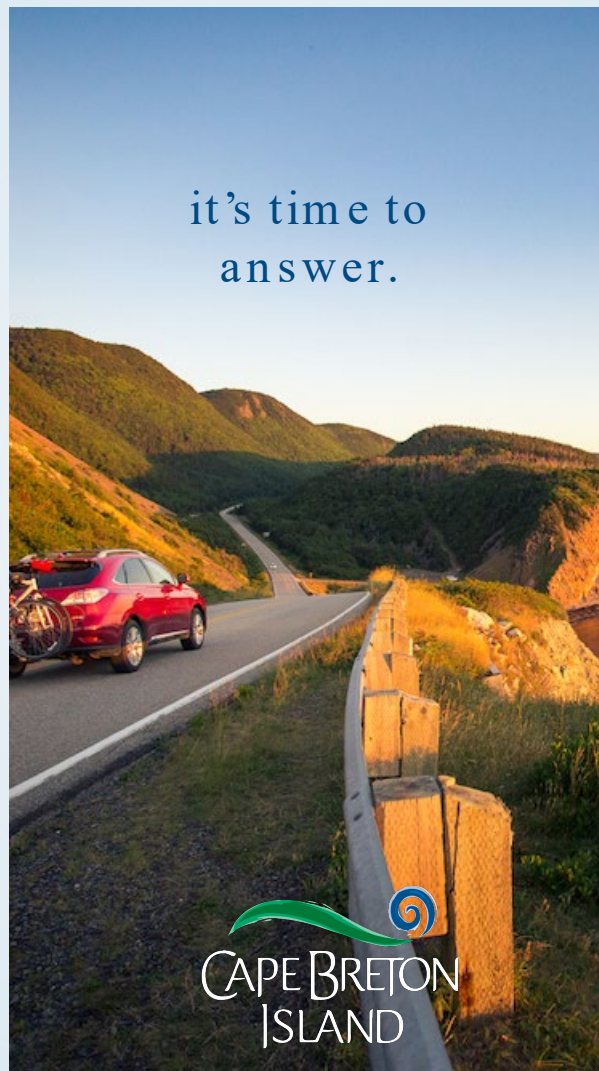
Creative Focus

- Remind people of the world-class destination that is in their backyard
- Appeal to the pent-up demand
- Focus on safety

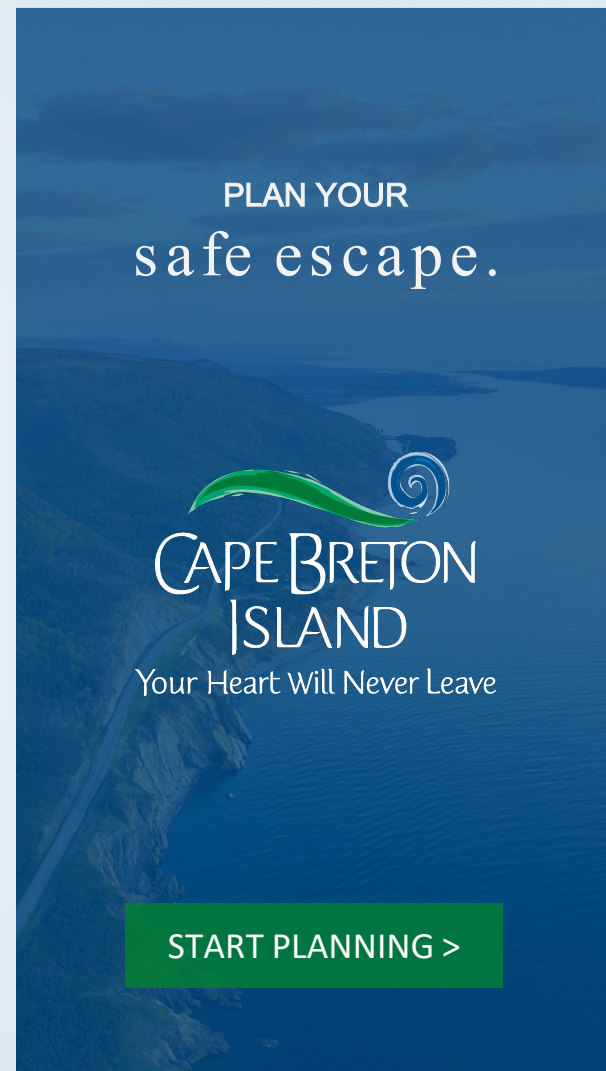
Maritimes Message



1



2



3

Staycation Message

Your heart's in the
Highlands



1

it's time to
join it.



2

reconnect
WITH YOUR ISLAND.



Your Heart Will Never Leave

START PLANNING >

3

Clean It Right



- Program being adapted by TIANS to be released by the end of June
- Online training for staff on cleaning for COVID-19
- Designed to provide confidence to visitors and community
- Designation will be promoted to visitors and residents

The Path to Purchase

DREAMING

Digital Marketing

- Display
- YouTube
- Social

Content (Hero)

- Hero video
- Influencers

TV

- Regional

PLANNING

Digital Marketing

- Category search
- Re-marketing
- Social

Content (Hub)

- Locals blogs
- Experience videos
- List-style content
- Operator listings

BOOKING

Digital Marketing

- Branded search
- Re-marketing
- Social

Content (Help)

- Locals blogs
- Itineraries
- Packages
- FAQ

EXPERIENCING

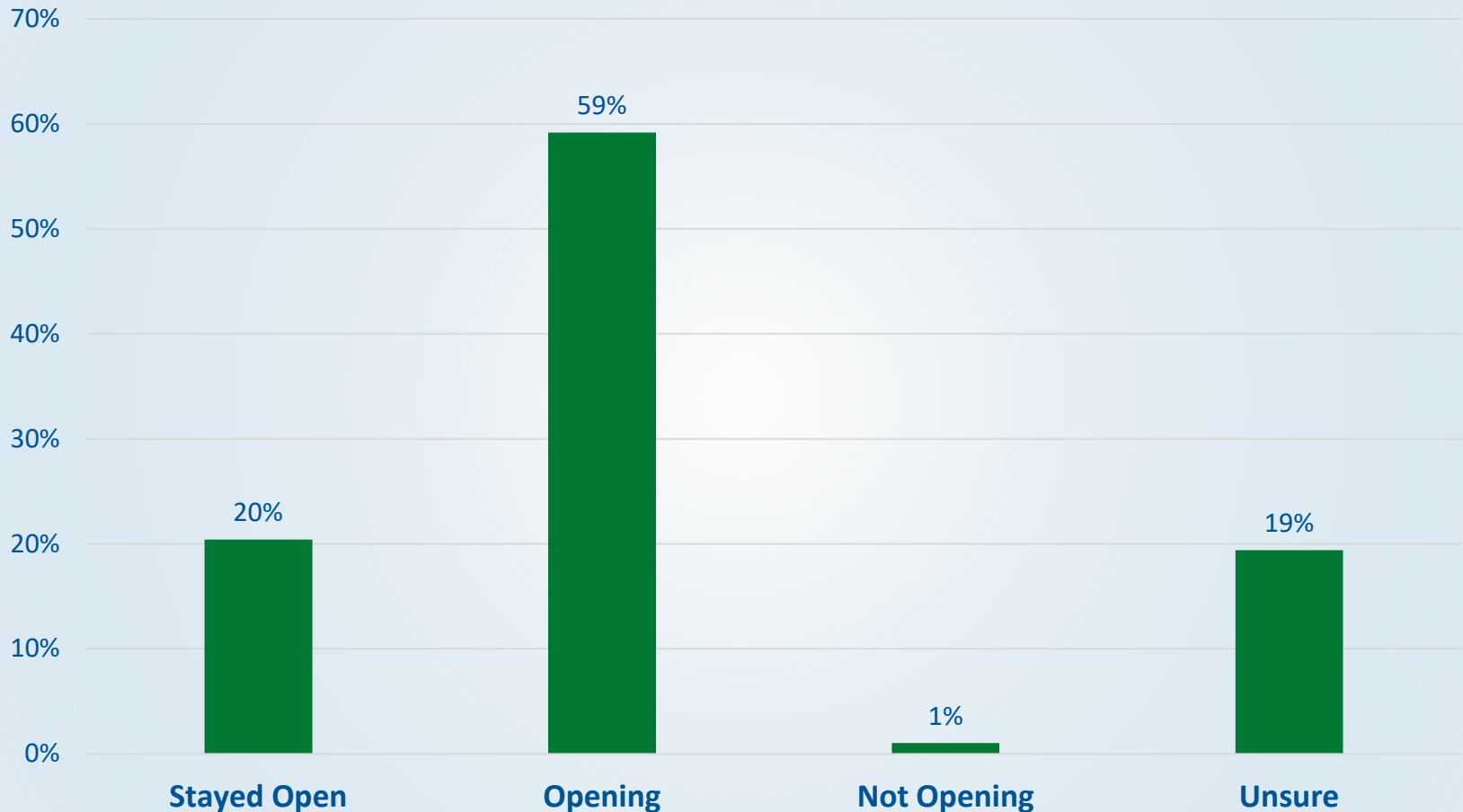
Content

- User-generated (UGC)
- Reviews

Collateral Material

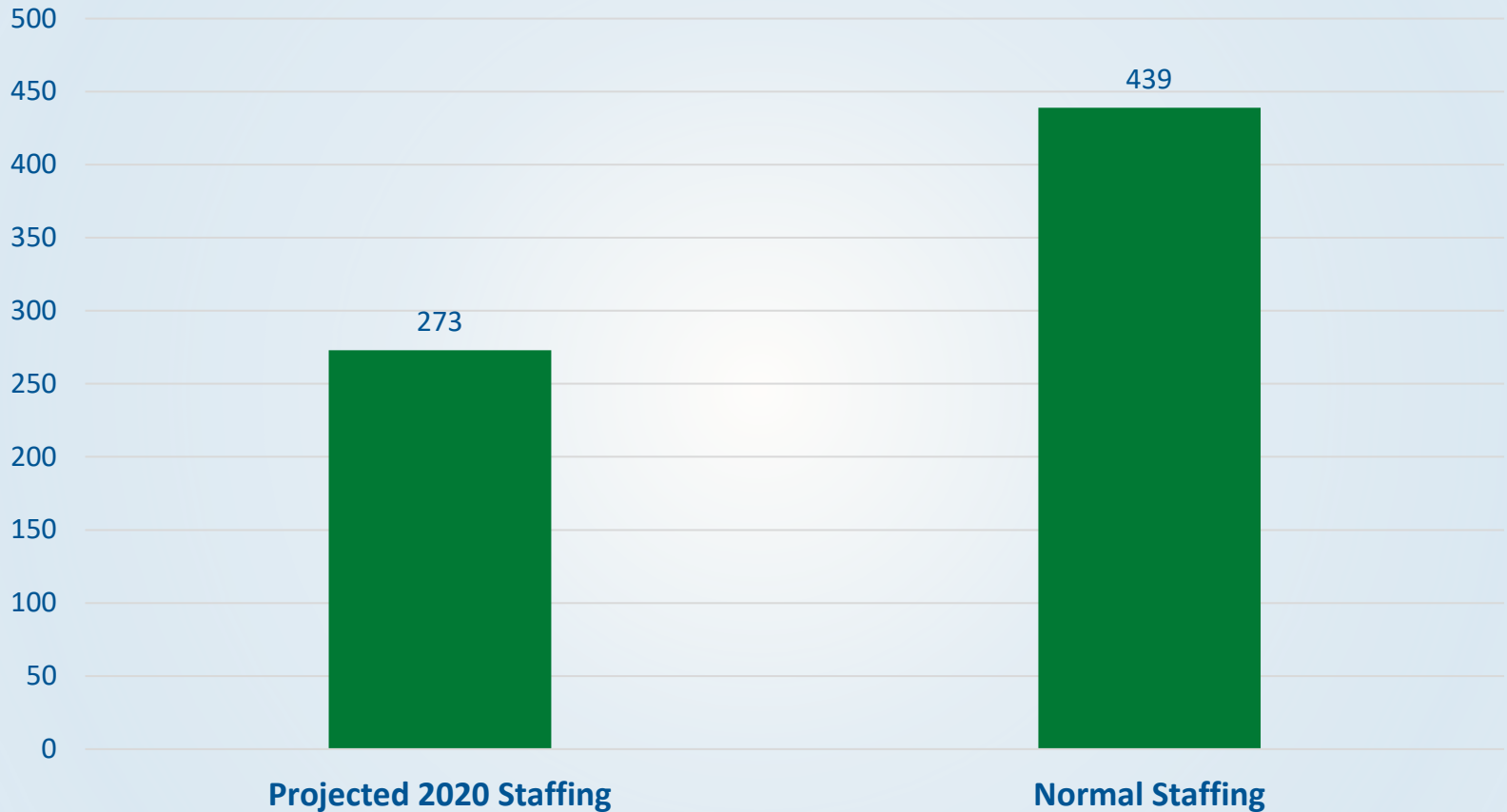
- Map

Inverness County Operator Opening Plans



Out of 98 operators surveyed in Inverness County, 80% are planning to be open for the season.

Inverness County Operator Employment Projection



Overall, Inverness County tourism operators indicated they are forecasting a 39% decline in employment levels.



Questions?