

2010 TIANS Business Activity Survey

Results Overview



Date: 7/20/2010 7:23 AM PST
 Responses: Completes
 Filter: No filter applied

1. Please indicate in which area of the province you operate:

Cape Breton Island		27	21%
Eastern Shore		5	4%
Fundy Shore and Annapolis Valley		28	22%
Halifax Metro		15	12%
Northumberland Shore		11	9%
Yarmouth and Acadian Shore		9	7%
South Shore		20	16%
Province Wide		7	5%
Other, Please Specify		6	5%
Total		128	100%

2. Please indicate which sector of the Tourism Industry best describes your business.




Accommodation		84	66%
Food & Beverage Services		13	10%
Recreation and Entertainment		6	5%
Transportation		4	3%
Travel Services (retail/tourism associations/government)		7	6%
Other (Combination of Sectors), Please Specify		25	20%

3. Do you anticipate business in 2010 to be:




Better than 2009		38	30%
Worse than 2009		30	23%
About the same as 2009		55	43%
Other, please specify		5	4%
Total		128	100%

4. Year to date business inquiries are:











Better than 2009		46	36%
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Worse than 2009		36	28%
About the same as 2009		38	30%
Other, please specify		7	6%
Total		127	100%

5. Year to date business bookings are:

Better than 2009		36	28%
Worse than 2009		33	26%
About the same as 2009		45	35%
Other, please specify		13	10%
Total		127	100%



8. As TIANS develops it's 2010/2011 advocacy work plan, which areas would you like TIANS to focus on? Please check all that apply.

Accessibility		42	33%
Environmental - Coastal Areas & Completion of Protected Areas Network		29	23%
Improving Quality of Tourism Product		44	35%
Marketing		77	61%
Nova Scotia Road Conditions		72	57%
Nova Scotia Highway Signage		62	49%
Sustainable Workforce		23	18%
Transportation		42	33%
Taxation		58	46%
Other, please specify		19	15%

9. Are you aware of TIANS member benefits and how to access them? (To view TIANS member benefits visit www.tians.org/benefits)

Yes		118	94%
No		7	6%
Total		125	100%

10. Which of the TIANS member benefits are you currently using? Please choose all that apply.

Accommodation Rates		28	25%
Advocacy		16	14%

Credit/Debit Card Rates		37	33%
Energy Savings		12	11%
Insurance Benefits		19	17%
Long Distance and Mobility		27	24%
Marketing		24	21%
Payroll Services		1	1%
Printing and Supplies		6	5%
Professional Development		20	18%
Technology Suppliers		5	4%
Tourism Supplies		13	12%
Tourism Recruitment		6	5%
Transportation		4	4%
N/A		19	17%
Other, please specify		7	6%

12. How important are the benefits that TIANS provides in your membership participation?

Very Important		28	23%
Somewhat Important		70	58%
Not Important		23	19%
Total		121	100%

13. How important is TIANS communications (i.e. newsletter) to your membership participation?

Very Important		38	31%
Somewhat Important		76	62%
Not Important		9	7%
Total		123	100%

In an effort to provide the Nova Scotia Department of Tourism, Culture and Heritage feedback on their communications via e-newsletter, please answer the following questions.



15. Do you receive the tourism industry newsletter, Facts Flash, renamed inTouch, from the Department of Tourism, Culture and Heritage?

Yes		90	71%
No		36	29%
Total		126	100%

16. Do you read it?

Yes		82	76%
No		26	24%
Total		108	100%

17. Is the information useful to you?

Yes		81	83%
No		17	17%
Total		98	100%

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#	Response
6.	Please indicate any business trends you are experiencing.
1	multiple rooms; multiple nights
2	Internet is the place to be and update your sights regularly....
3	Americans traveling by car
4	Referrals are very high.
5	Have more overseas bookings this year at this time.
6	we are just opening for the first time.
7	No Americans yet.
8	Very slow start to the season, a fraction of past years. Only bookings from Europe seem up, all other areas are down.
9	We receive less advance bookings from Check -In NS.
10	Due to the Cat not crossing in the 2010, some groups were able to make changes to still come to the province. Other have cancelled altogether.
11	Australian/New Zealand enquiries are strong. Many new B&B enterprises appearing. Expenses rising...inflation will be detrimental as the high Canadian \$. GST tax increase adds to expenses. Inability to secure reliable workforce, increase in minimum wages.
12	More cancellations
13	Obviously downward, but potential guests are continually wanting a 'deal'.
14	24% drop in room nights booked; few 1 night reservations
15	Increase in weddings in this area and families traveling from outside the province to attend.
16	None
17	expecting it to be slower that past years.
18	Earlier Bookings !! More Canadians !!
19	Inquiries are way down, but the guests who do inquire tend to book. More inquiries by phone than through email than in past years which seems strange. Very few American bookings.
20	Inquiries and bookings are down
21	Most bookings are from (1) Western Canada (2) Europe. Very few so far from US
22	Younger travelers are more interested in FIT, The people that except bus tours as a way to go are dying off.
23	nobody wants to spend holding on to their money because the future for the yarmouth area is bleak
24	some of Our clients are starting to stay for more than one night I am having a difficult time getting trained chefs.
25	More reservations
26	very short lead times price sensitivities lots of online activity
27	Nothing out of the usual
28	The last 3 years the numbers of tourist dropping, and no end in site with the stupid taxes, includes local taxes and high dollar
29	Intrest in native culture
30	we are getting a little more interests from the internet
31	More European visitors More last minute vacations
32	Corporate and association group business is down, leisure is holding.
33	lower sales, due to poor economic conditions
34	high dollar , high hst, NDP,etc etc
35	Less europeans

36	More happening (training, Power up-grades etc.)in my area therefore more overnight accommodations required.
37	Reservations are being made within 3-4 days out.
38	More Europeans
39	More local people are requesting seasonal sites. They are not travelling far probably due to gas prices.
40	Lack of support from government
41	people are booking later
42	group is coming back
43	Later bookings, request for special rates, eco friendly accommodation
44	All bookings & enquiries so far have been from Canada & Europe. Nothing from USA as yet.
45	GUESTS ARE LOOKING FOR PEACE AND QUIET
46	quite a number of hits on web sight and canada select, but very few enquiries.
47	Further decline in USA travellers
48	More last minute business
49	no comment
50	smaller groups, shorter lead time
51	No real trends. Just frustration over the loss of the ferry in Yarmouth.
52	more seasonals
53	activity seems to be predominatly short haul rubber tire within the region and we expect that trend to continue into the summer season
54	earlier
55	slight improvement over the last three years
56	More small group bookings and slower pace on individual travel. We so far are seeing a reduction in bookings from USA, which represented a significant portion of our business in the past.
57	none
58	In the economic climate, my business will reflect it in-so-much as employers will be reviewing their recruitment budgets as well as reviewing their present employee numbers. If their business is not strong they will either not hire the same numbers for the season or will be in a position to reduce hours / employees.
59	weddings
60	Extremely slow Jan to Mar, bookings are just starting to pick up now in mid-Apr
61	people are starting to spend money again. Meetings/conference/convention business seems to be increasing
62	Huge increase from Western Canada Bookings for Jul and Aug slower than 2009 Large increase from Southeast USA Guests spending longer time on CB Island Great increase on guests using Trip Advisor
63	Not as many US citizens making reservations but Nova Scotians are raring to go!
64	More companies and business are creating mobile web sites or applications.
65	Not hearing from Americans
66	Everyone uses the internet!!!!
67	Reservations are double from 2009 Income on 2010 reservation to date expected to be triple
68	Business travelers are declining some - because of the layoffs in the medical industry - which is a large part of my guests
69	Four the last four years we/Sunwing operated low cost charters into Sydney and Halifax. Each year we reduced our capicity. This year we eliminated the program.
70	Many of the same trends; mostly Nova Scotian guests, they enjoy my lobster packages, I have a lot of guests traveling with pets.
71	Increased interest from the US
72	Some increase in US and European inquiries
73	reservations are not happening
74	More Road Travel
75	Slow start to 2010.
76	We continue to see higher average rate growth and stronger advance reservations from he leisure sector

77	Very few Americans.
78	more Europeans are staying USA traffic is still way down
79	Small groups and extended families
80	No new trends noticed.
81	USA inquires down again. Western Canada inquires still strong.

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Date: 7/20/2010 7:25 AM PST
 Responses: Completes
 Filter: No filter applied

7. What industry issues and/or concerns, if any, do you feel may have a strong impact on travel growth in your area of business in 2010?

#	Response
1	lessening "ways" of getting to NS (e.g. Digby ferry); cut-backs in tourism attractions/festivals
2	The proposed budget (tax rates), the ferry and the declining US dollar.
3	The rise in the HST, with no rebate offered to out of country visitors
4	Highway 4 needs to be paved. they take so long to do it by the time they are finished they'll have to start over. Cost of flight from Sydney to Halifax is way too high.
5	no ferry service to Yarmouth, high Canadian dollar
6	we are just opening for the first time.
7	The Yarmouth ferry situation is very silly. The HST raise is very silly. A drop to 10% would make more sense - more business would register and more people would actually charge it.
8	The strong Canadian dollar and the NDP government's ridiculous HST increase will be detrimental to tourism this season. Americans will likely stay home and Canadians will go South because our dollar is at par.
9	The end of the CAT will affect us if it isn't replaced. The 2% increase in HST will impact us.
10	The High Canadian Dollar combined with the 2% increase in the HST could have a negative impact on Tourists travelling to us from the USA.
11	Construction on sidewalks and bridge in Sheet Harbour will discourage travel on Marine Drive.
12	The recent 2% GST increase, as well as the 2% room levy. That is 4% increase for the travellers to come up with!!!. When we need all the tourists that we can get, increases are going to hurt this province.
13	similar to above. Work force available to aging small business providers.
14	Strong Canadian dollar
15	Tax increase, strong Can. currency, removal of ferry service from U.S., increase in cruise ship travel
16	The Ferry and Canadian exchange rate and the recent hike in HST.
17	loss of Starlink and Cat Ferry service
18	Cancellation of the CAT ferry and the decrease in hours at our VIC
19	Increase taxes
20	people are upset about the hst hike and the difficulty gaining access into the province. money is tight and the frequency of customers has slowed to reflect this. hearing the same thing from many different people about how they will be holding onto their money out of fear. instead of spending they'll be saving because this NDP government has everyone shaking in their boots about what else is coming down the pipe.
21	Lack of Ferry Service to the states !!
22	Canadian Dollar, increase in the HST, lack of transportation into the province. The loss of the CAT will negatively affect our business this year.
23	cancellation of cat ferry
24	Strength of Canadian dollar, world economy, cost and security of air travel, loss of Yarmouth to USA ferry
25	US Dollar and the Cat
26	Believe it or not, the cruise industry. Although the people stop into Peggy Cove or Grand Pre etc. Travel planners can't get them to come back and do it right because they say they have already been here and it's checked off. Great detriment to the bus tours for Nova Scotia.
27	no cat ferry lobster prices low for fisherman
28	US exchange
29	condition of the roads and cost of flying from Halifax to Sydney
30	The camping business with its large units is depending on gas prices

31	same as above
32	The lack of public washrooms on the Cabot Trail
33	The loss of the Cat may have some affect but it most likely be very small . Anyone who relies on US. trade have put their faith in the wrong church. If you are one Dimension you will be in trouble sooner or latter
34	High can dollar, high GST, tourist dollar spent badly, manditory course with no purpose.
35	lack of Aboriginal Tourism Association (Mi'kmaq) in Atlantic Canadsa and Market ready products.
36	Nova Scotia needs to do better and more marketing ... and not just for Lunenburg and Cape Breton. Annapolis Royal is (arguably) the oldest community in Canada (certainly older than Quebec City) yet the government does not capitalize on that and promote the fabulous 400+ year old history here.
37	the increased HST costs and the lower rate of the US\$
38	Business closures ie resturants Signage is poor for directions/ attractions
39	Cancellation of the "Cat" will have a huge impact on the number of tourists coming to Yarmouth.
40	No ferry service to Yarmouth will impact us directly.
41	The lack of Cat Ferry will most likely affect our business this year
42	Above
43	Very little area-specific marketing by DTCH coupled with a weak Euro and GBP
44	Too many unlicensed properties opening their doors for overnight and longer term accommodations.
45	Issues such as the Cat Ferry, dollar parity,proposed provincial tax increases and the general economy will definitely have an impact in our business in 2010.
46	minimum wage (aka gov. mandated wage hike) and increased taxes (hst and local property taxes for businesses)
47	Loss for Cat
48	We feel the high Can dollar along with increasing gas prices will keep Americans from coming to NS. Also no ferry boat from Maine to NS is a problem for those who didn't want drive through NB.
49	Government must recognize importance of Tourism. A general review of the department should be conducted concerning the management of the ferry issue and other issues.
50	the economy air access the weather
51	Loss of CAT
52	There must be some kind of ferry from Yarmouth to USA. Also there should be a tourism guide just for lighthouses in the province. I have many guests asking about them. Many are hard to find & we can' t get to them but they should be located on a map. Highway signs are terrible!
53	none
54	HST hike Short season - services open too late and close too early
55	loss of the CAT ferry from Maine USA. Exchange rate due to the strength of the Cdn dollar costing more for US & European visitors.The increase in HST by 2%.
56	RISE OF CANADIAN DOLLAR AIRLINE CARRIER UNCERTAINTY
57	The Value of the Canadian dollar.
58	Very bad route 4 between St Peters and Irish cove. Too many poor to bad roads in general. The strong loonie, and recession effects.
59	Currency Fuel Passport requirements incresed HST
60	Accessibility and east to our destination. Lack of marketing for Nova Scotia as a destination
61	no comment
62	economic woress stateside, increase in hst, deteriorating road conditions for vulnerable cyclists (no space once traffic reaches critical volume)
63	No ferry into Yarmouth will have a drastic impact. I lost one reservation last week for 3 large suites. The people week staying a week. Because of no ferry they wouldn't drive the extra to St. John. \$3000.00 gone just like that. Need something for next year. What is TIANS doing? I haven't heard much from them.
64	closing tourist booths
65	strong Canadian dollar and mostly domestic short haul traffic
66	high dollar
67	tax hike, ferry cancellation.

68	ferry service from maine being cut
69	Without question the loss of the ferry service between Yarmouth and New England will have a significant impact. There also appears to be no plan from either our provincial Dept. of Tourism or our regional RTIA to mitigate the loss of the ferry service.
70	high ways are in terrible shape and needs repairs
71	none
72	The South Shore is presently suffereing from the Cat Ferry cancellation- it is impacting on the season opening as well as the in direct businesses associated with direct Tourism businesses.
73	the ferry Will Europe be down from the volcano? Will US choose Canada more than a trip over this year?
74	No ferry HST 15% dollar at par passport issue
75	The strong Canadian dollar, weak U.S. economy, travel restrictions etc
76	Cancellation of the ferry might have some impact in how well we do in the end.
77	American dollar
78	Yarmouth ferry cancellation - negative anticipate -20% decline in US guests
79	Strong CDN \$ may have negative impact Increase in HST may have negative impact Increase in air access to Sydney is positive
80	dreamers and doers
81	We feel the dollar comparison and gas prices will make a difference again this year as far as American tourists are concerned as well as compulsory passports!
82	The high cost of data charges while roaming or using a mobile phone in Nova Scotia charged by service providers. example Verizon 2 cents per KB
83	Travelers will be more aware of their spent dollars - will travel but more cautiously!!
84	ACOA has NO Program of assistance for NS Campgrounds Tourism NS are not marketing our province extensively My Prperty Yaxes have more than douled in the last 2 years
85	allot of concerns in the business traveler is not that we are lacking in beds... it is the general climate of companies holding back on expenses - so all of us suffer some
86	Not having the American Ferry service. It will not affect the number of guests I have. What it does effect is the "quality" of the guest; meaning Nova Scotian travelers don't spend as much or stay as long as visitors from further away (like those who would travel on the ferry). My cottages are full in the summer but I have A LOT more turnover. This makes more work for a small business person like me with only one main employee. Now I am doing twice as much work for the same pay. Staycations are not usually for the week; they are for one and two days to getaway.
87	Increased HST Dollar on par with US Price of gasoline
88	no tourist bureau for Sydneyonly Destination Cape Breton which is for the whole Island
89	Lack of user-ready tourism product in our area
90	The room levy, the state of the roads, the unlicensed properties
91	taxes going up again.
92	I feel that what our company is doing will have a huge impact on the tourism industry in Nova Scotia.
93	The loss of the Ferry service to Yarmouth is a significant factor to the extent that we will see a loss in package sales and motor coach traffic.
94	the canadian dollar, price of gas, economic downturn, war,...
95	Strong Canadian dollar less Americans travelling, Mexican passport issue
96	Transportation -- insecurity in ferry service to south west nova
97	Taxes, the American dollar
98	Demise of the Cat, Demise of the Hector, increase in HST. Most of all lack of co-operation, vision & knowledge of our Industry from Minister of Tourtism and NDP Government.
99	HST increase & Room tax levy will both become a deterrent to tourism. Loss of access via Yarmouth will also decrease volume.

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 Filter: No filter applied

11. What benefits would you like to see TIANS offer?	
#	Response
1	Smaller businesses cannot afford to have "secure" systems on their websites; approximately \$50 per month. It would be great if TIANS could shop for a website security company which would give discounted rates to smaller businesses.
2	seem to have all areas covered
3	I am more interested in leadership.
4	An even better insurance package. Do you actually know how much the rates are and how much they go up every year?
5	N/A
6	N/A
7	?
8	lower fees better marketikng less self serving, like your own wages. presseure the Gov on Taxes
9	Aboriginal Business support(Mi'kmaq)
10	Health Insurance benifets for retired Inn Keepers.
11	TERM LIFE FOR SEASONAL EMPLOYEES
12	no comment
13	Better credit card rates for everyone. More places for us to be able to purchase goods. Like a supplier that has linens and amenities products.
14	we are large enough to have our own prohgrams, so I am not sure what smaller operators would like
15	adventure tourism insurance
16	Accessibility of benefits to those of us who are not in a built up geographical area.
17	seem to have covered all bases
18	Property Taxes are totally unjustified in these days of tough business times and Power charges are ridiculous for 4 months of usage Hope you are puting this on your agenda list
19	I can't respond - I haven't taken the time to find out... shame on me.
20	More networking opportunities.
21	Stronger hotel discount program for members as well as an industry benefit plan that costs less than a private plan due to the economies if membership.

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#	Response
14.	Please provide any comments or recommendations on how TIANS can serve you better.
1	Encourage the better marketing of the province. Look at Newfoundland for example. Also direct marketing to those who might like fog - like those from the southern US. Don't advertise NS as all sunshine because it isn't.
2	Control the availability of unlicensed properties
3	Thank you for pointing out that there are member benefits, which I was not aware, but will visit your website.
4	n/a
5	I am happy with my service from TIANS. :-)
6	Lobby Dept. of Tourism to address promptly the issue of unlicensed properties; offer a fee structure to fit the \$30 -50 thousand/yr operators
7	do research and guide us
8	N/A
9	?
10	More focus on business issues other than the accom . side
11	get more tourist, lower taxes and fees. Have some common sense when doing inspections rural is not like the city we don't need tv;s and air cond or phones .
12	make it manditory for all accommodations businesses to be enroled in the ratings program. it isn't fair that one business be and another not. If this is not possible all fees should be waived
13	more chance to participate in CApe Breton with TIANS
14	Provide support for accommodation legislation and licensing
15	Better highway signs for Guests! There are many people who do not use GPS. Why doesn't the highway department tell us with signs that one is now traveling on(example) Highway 103 going south-- these should be on every major highway every so many Miles. Why are B&B not allowed signs in the city on commercial roads to indicate where their B&B is located. It seems all rural areas allow it except Halifax area.
16	Doing a pretty awesome job now but if I think of something specific I will let you know!
17	keep advocating for stakeholders
18	Help me advertize my mobile web site www.ns2go.mobi and get tourism business information to add to the site!
19no thoughts right now
20	Just keep after ACOA and NS Tourism
21	I need to take the time out and find out more about TIANS services.
22	I see no presence of TIANS in my community of Shelburne County. I feel it is very Halifax based.
23	Reduced cost to participate in various meetings, especially the tourism update in late November/early December. It is simply out of reach for a small business with limited expense \$\$
24	Work toward consolidating the various tourism associations to eliminate the current fractured structure which requires multiple memberships and creates multiple duplication of promotions. A current issue is the open season and hours of the local VIC. A province wide take over of all VICs with a standard tourism levy against all municipalities would enable a stable season for all VICs and a year round open VIC in each major area.

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18. What type of information would you like to see more of in the newsletter?	
#	Response
1	Current trends. success stories. concrete ideas for growth. People need to be lead. They need to make the connecton between current trends and how they can change to meet the change. Don't asssume people know.
2	Not sure.
3	upcoming events community interaction
4	less fluff more action
5	Happy successful stories. What's working at other places.
6	Europaean tourimus streams
7	?
8	the true facts about how bad we are doing do not include the cities, they have differnt guests. and ways to in prove the tourism picture. Soon the way things are going all the small places will be out of bussiness. It's time for the Gov to think of tourism. There was one of your spokesman who made the comment that we need to spend more money and find differnt ways to attract tourist, where the hell does he think we will get the money and time to do this.
9	relevant to what is happening in sector and more timley
10	I keep harping on Native Culture (Mi'kmaq)
11	I would like to get it ... then perhaps I could comment on it.
12	I tend to be overloaded with email and printed material and I don't read everything that comes my way.
13	I would like to see information provided where you are advertising Nova Scotia for Tourism. What means & how often. Do you do any T.V. advertising in NEW England & Germany etc. or is it too expensive. Why waste Money Advertising N.S. on T.V. in Nova Scotia. We are already here.
14	Perhaps indicators of what the future may bring based on feedback like this from industry. "if you are able to get people to give it to you!"
15	Would prefer a mailed copy rather than email. I probably wouldn't read it as I get tired of looking at a computer screen all day. A hard copy would be nice to read while relaxing and having a cup of tea.
16	accurate statistics and forecasts, imprtant trends
17	highlight provincial attractions
18	articles about fellow members and what they have to offer
19	How many people are there in the tourist business. Every other day there is something in the mail or on e-mail trying to sell something or get you to join them for tourism. What I would lke to see is "not so much push to join or buy" something that is not necessary.
20	only print makes it to our eyes. We are swamped with thousands of email.
21	What Tourism is doing to address issues raised by operators - signage, road conditions, illegal properties, increased taxation, etc.
22
23	no comment
24	It is very complete
25	Weekly rather than monthly, long email or internet news letters are hard to follow unless printed out.