

Cultural Tourism

The new PEI Opportunity

March 8, 2008

Background

- In June 2003, Tourism PEI facilitated the formation of a Cultural Tourism Working Group to advise on options to realize and capitalize on PEI's Cultural Tourism potential

Background

- In 2004, the working group brought together TIAPEI and funding partners, and developed a Terms of Reference to have a comprehensive inventory completed of Cultural and Heritage attractions and products and to determine if there was enough critical mass to market and attract visitors.

Background

In 2005, Burnett Thorne - Cultural Tourism Consultants from Kingston, Ontario were contracted to:

1. Conduct an extensive inventory of over 150 PEI cultural tourism experiences.
2. Tour the entire Province, East to West, North to South and identify Strengths, Weaknesses, Opportunities and Threats pertaining to PEI as a whole – as a Province wide cultural corridor.
3. Develop a cultural typology for PEI and make recommendations for a marketing frame work.

Background

Over the past 36 months there have been many volunteer supporters who have invested in the effort to identify our cultural tourism opportunity.

These people include, colleagues who you know:

- Jill Richardson
- Emile Gallant
- Harry Holman
- Marilyn Murphy
- David MacKenzie
- Carol Horne
- Kim Green
- Scott MacAulay
- Pat Smith
- Frank Butler
- Ron MacNeill
- Janet Wood
- Kent Hudson
- Don Cudmore
- Birt MacKinnon
- Judy MacDonald
- And Others.....

Background

On the financial support side, the effort to research the opportunity has been strongly supported by:

- Atlantic Canada Opportunities Agency
- The Province of Prince Edward Island
- TIAPEI

Purpose

So – What's this all about...Cultural Tourism on PEI?

- Tourism PEI needs market ready experiences that visitors are looking for in making travel decisions..
- Burnett and Thorne indicated that without a doubt PEI has a critical mass of market ready cultural experiences that will draw high yield visitors and provide reasons to keep them here longer.
- Product development in the area of Culture.. Is called for and fits the TAC Strategy 5 year plan
- The development of Cultural experiences is a win-win for all ..

Inventory

What did Burnett and Thorne do?

- They helped us define and understand cultural tourism and the opportunity here on PEI

Project Definitions

➤ **Cultural tourism:**

- ❑ Travel that is motivated wholly or in part by an interest in:
 - The arts
 - Human heritage
 - Agricultural and industrial heritage
 - Natural history
 - Cuisine

Project Definitions

➤ **Cultural tourists:**

- ❑ Individuals who consume cultural tourism experiences on trips taken, whether for business or pleasure, having a minimum one-way distance of 80 kilometers.

Project Definitions

➤ **Market ready:**

- ❑ The quality of the experience is such that, when clustered with other cultural experiences within the Corridor, the aggregate can be marketed as a lure within PEI's tourism markets.
- ❑ The cultural products or experiences are produced by institutions, businesses or individuals whose primary income is derived from the sale of said experiences.

Project Definitions

➤ **Authenticity:**

- ❑ Cultural tourism experiences marketed through the Corridor are:
 - Produced, wherever possible, on PEI
 - Do not compromise the integrity of the cultural experience in order to appeal to a mass market
 - Do not misrepresent historical fact
 - In the case of heritage artifacts, are clearly labeled as reproductions, if reproduced

Profiles of Cultural Tourists*..

- Have higher education levels (41% university graduates vs. 32% among other leisure travelers)
- Spend more money (U.S. \$615 per trip vs. U.S. \$425)
- Take longer trips (4.7 nights vs. 3.3 nights)
- Prefer hotels, motels, or B&B's (56% vs. 42%)
- Shop more (45% vs. 36%)
- Tend to be baby boomers and "matures" (i.e., the 55-to-74 market.. A key PEI Market)
- Have managerial or professional occupations (31% vs. 24%)
- Tend to be pleasure travelers
- Represent 14 to 18 percent of the travel population
- *Source: Burnett Thorne

The Four Cohorts

- Heritage tourism enthusiasts
- Visual art tourism enthusiasts
- Wine & culinary tourism enthusiasts
- Performing arts tourism enthusiasts

Summary of Burnett Thorne's Work

- 162 PEI cultural experiences personally visited and inventoried
- 144 passed Barnett Thorne criteria to participate as market ready experiences
- Copies of full report are available from Janet Wood, Manager Product Development, Tourism PEI

Bottom Line

- Without a doubt .. We have market ready Cultural Tourism experiences
- We have a great opportunity and for relatively low cost can mobilize and market new reasons (cultural experiences) to bring high net worth visitors to PEI
- The Cultural Tourist is the same high yield visitor that TAC and Tourism PEI are trying to get to visit PEI

Marketing

- At a provincial level, the Cultural Heritage Tourism Product Steering Committee will work with provincial marketing partners to integrate culture and heritage tourism (where appropriate) into the provincial marketing campaign
- Develop a sub- theme that fits with the Gentle Island Brand positioning – as a basis for raising the awareness, and creating demand for Cultural Heritage Tourism Products on PEI

Marketing

- The Committee will be responsible for increasing the profile of cultural heritage tourism product across sectors on the Island
- For example, there are opportunities to re-profile and re-package Cultural Tourism experiences in Tourism PEI fulfillment and communications
- We plan to develop a visual icon that clearly identifies Cultural Tourism experiences

Proposed Investment Model

<u>Partners</u>	<u>2007/08</u>	<u>2008/09</u>	<u>2009/10</u>
Private Sector	15,000	17,500	20,000
Tourism	50,000	40,000	30,000
ACOA	85,000	75,000	65,000
Total	150,000	132,500	115,000

Next Steps

- Immediately form a sub-committee of TIAPEI, to mobilize an action plan
- Take advantage of Tourism PEI's Product Development team's offer to assist in getting the initiative launched
- Recruit more sub-committee volunteers for broad based support from the arts, culture, heritage sector to implement the plan and grow the opportunity
- Make application to Tourism PEI and ACOA for support
- Concurrently, create opportunities for private sector to invest and support

Questions And Answers

Thank You...