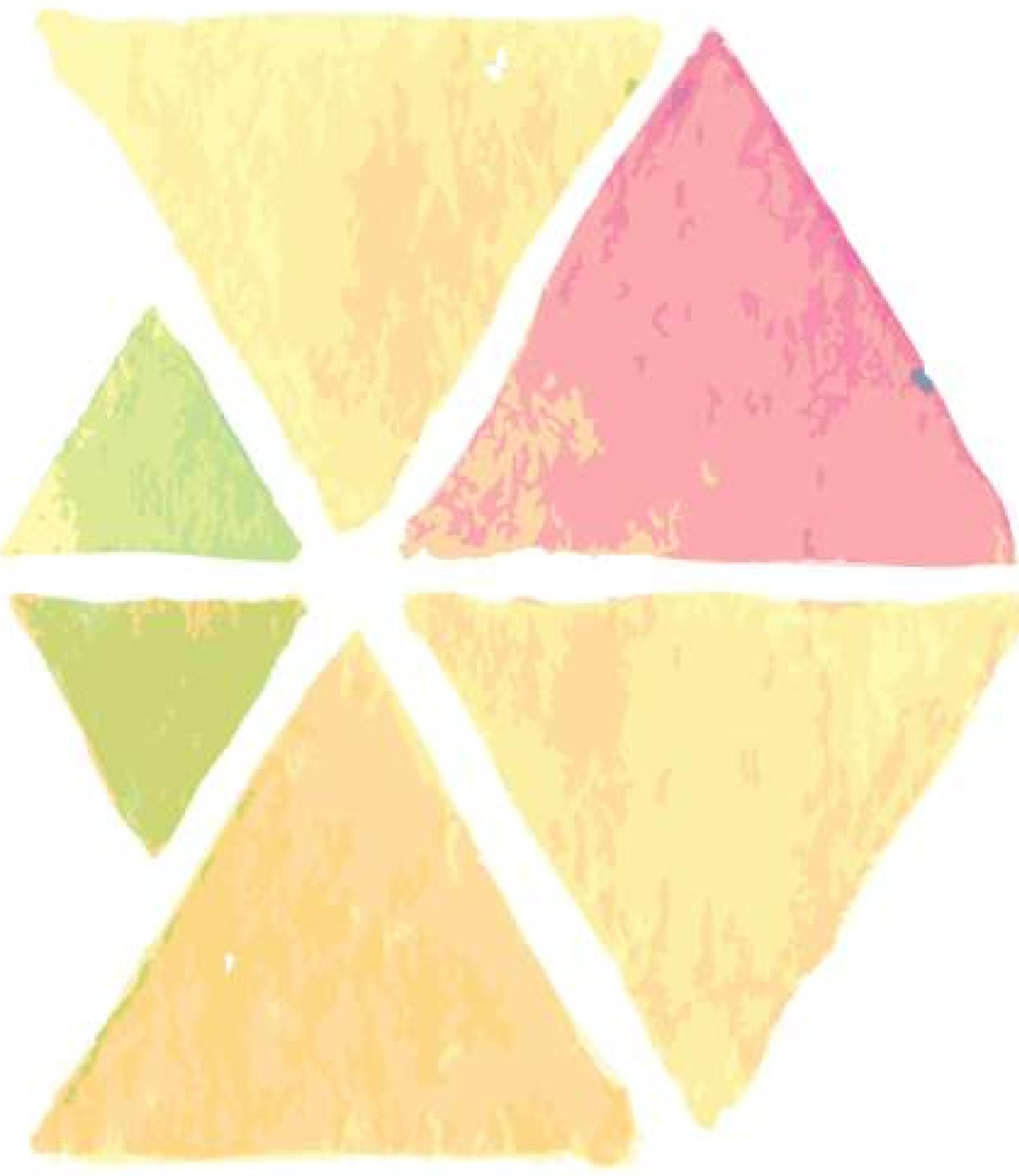
Town of

SUSSEX

DESTINATION MARKET READINESS
COMMUNITY TOURISM ASSESSMENT
REPORT & ACTION PLAN

BREMNER & ASSOCIATES
DECEMBER 9, 2022



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Introduction & Background

The Town of Sussex, regional partners, as well as industry champions are invested in developing their strong potential as a tourism destination. The Town of Sussex has traditionally positioned itself as a connector community to Fundy National Park, Fundy Trail Parkway, and a key service community to the entire Bay of Fundy experience.

The Destination Marketing Readiness (DMR) program was initiated to evaluate and identify how the Town of Sussex could be a strong tourism community and partner within the Upper Bay of Fundy Region and province. DMR is a community tourism assessment, operator readiness and stakeholder engagement program. It is delivered in four phases, typically over a four-month period, consultant led and guided by community leaders. The program is supported by Tourism, Heritage, and Culture, Tourism Atlantic and ACOA.

DMR OBJECTIVES:

- Bring tourism stakeholders together to expose them to **new ideas** and approaches
- Provide a baseline understanding of the community's **tourism potential** and to formalize structure around **leadership**
- Set clear goals and priorities
- Unite tourism stakeholders and enable a cohesive direction
- Build innovation and **product-clustering** expertise within the community
- Encourage the understanding of tourism **trends** and how they impact a community and their stakeholders

UNIQUE FOR SUSSEX

- Recommend an **authentic community identity** that can be embraced by the residents, businesses, and organizations of the Town of Sussex. One that is built from community conversations and engagement and that unites stakeholders under a common theme (this is not intended to be a marketing brand)
- Focus additional attention on **inventory categorization**, **clustering**, and opportunities for enhanced **digital assets**
- **Align** assessment and report **recommendations** with the Upper Bay of Fundy Rural Regional Destination Development Plan, the Department of Tourism, Heritage and Culture NB Growth and Recovery Plan, Provincial Data and the ACOA Tourism Innovation Action Plan
- **Validation** of recommendations by the Working Committee and Council

To determine if a community is well suited for the DMR program a screener tool is completed by several community champions and then aggregated by Tourism, Heritage and Culture as Tourism Atlantic.

This process was carried out in December 2021/January 2022.

SCREENER FINDINGS - ASSETS

- A **strong existing** base of tourism services to build upon
- Tourism **assets ranked very well**: Natural, Cultural & Man-made
- Above average degree of **support**, leadership in tourism development when it comes to **local industry support** and **local government**
- Tourism suitability ranked very high
- **Season extension** opportunities rated **extremely well**

SCREENER FINDINGS - AREAS IDENTIFIED FOR GROWTH

- **Clustering** of attributes/attractions in the area
- Lack of a **tourism planning**
- Lack of **inventory/categorization** of assets
- Regional support/involvement ranked low - opportunity for **Organized Leadership**
- Opportunity for improved **cooperation/communication** on projects
- Opportunity for more **brand** recognition
- Lack of available **workforce** is a challenge

Sussex already posses a strong entrepreneurial presence, has significant investment from the private and public sectors, has year-round organizations and businesses and outstanding natural and man-made landscapes. All these attributes position the Town of Sussex well for establishing itself as a tourism destination while also servicing surrounding communities.

LOCAL GOVERNANCE REFORM

The province of New Brunswick is undergoing local governance reform and as such RSC#8 will be responsible for the delivery of tourism services as per the mandate. While RSC#8 could outsource a third-party provider, indications are it will stay "in-house" under an economic development and tourism section. At the time this report is being finalized, decisions about tourism management and marketing have not been decided and thus recommendations put forth as deliverables for the Town of Sussex may transfer to the staff at RSC#8, specifically in the Action Matrix.

UPPER BAY OF FUNDY
RURAL REGIONAL DESTINATION DEVELOPMENT PROJECT

Like local governance reform, this project is integral to the how and why tourism management and marketing will be executed over the coming years. Embracing the regenerative approach this project is in year two of a two-year project with active participation and funding from the province of New Brunswick and the Atlantic Canada Opportunities Agency. Destination Canada is also keyed into this project as they embrace the global shift in how we manage and measure tourism success.

A first-ever community-led regional development process for the Rural Upper Bay of Fundy region it is bringing people together to develop a plan that reflects the area's unique community assets and opportunities.

The initiative covers an area that stretches from Hillsborough, Riverside Albert, Alma through Sussex, St. Martins, and the adjacent rural areas and brings together business operators, non-profit organizations, residents, and local municipal officials[1].

The mission of the new Destination Development Network is to bring together operators, non-profit leaders, government officials, residents and investors to identity and access resources required to strengthen local communities beginning with the following four action areas:

- Labour & Training
- Infrastructure
- Housing
- Regenerative Tourism Product Development

The project has also identified five (5) of the UN's seventeen (17) Sustainable Development Goals (SDG's)[2] to be a pillar of the destination development network as follows:

Ensuring the lead for the Town of Sussex (and or RSC#8) continues to be connected to this project in a participatory manner is critical. It is very likely some of the recommendations and deliverables from this report will be influenced by the outcomes of this project. For example, connecting to communities, defining, and developing strategies for pursuing group travel markets, or ensuring festivals & events within the region compliment each other and span a calendar year versus coinciding with one another. The regional direction is significant to the Town of Sussex.

[1] *https://www.ruralfundyregiondevelopment.com/*
[2] *https://sdgs.un.org/goals*

Tourism, Heritage & Culture

L' | The
INVITATION

Ensuring the Town of Sussex is aligned with the provincial direction for tourism is key. The strategic direction for the department of Tourism, Heritage, and Culture (THC) is ***The Invitation*** which asks all New Brunswickers to Dream Big.

> *We will harness opportunities, align efforts and upscale existing projects to activate a single, collective strategy that will see the tourism, heritage arts, sports and cultural sectors work in collaboration to drive the province's economic recovery.*
>
> *Imagine ... A New Brunswick that is the top vacation destination in Atlantic Canada. A place that is a constant magnet for visitors from all over the world. When people experience everything that we have to offer, they want to stay longer. Maybe even a lifetime.*
>
> *A place where young people see opportunity and want to put down roots. Where international students find belonging and encourage their friends and family to join. Where New Brunswickers have a strong pride of place and enjoy the abundance of our province. Where people return home to see loved ones and decide to stay to build businesses and enjoy a quality of life that is truly unsurpassed. Where people love New Brunswick because they feel a connection, with a person, with nature, with culture, or with an experience of a specific community.*
>
> *In 2022-23, a series of celebratory events in parks and other venues across the province will welcome everyone to discover first-hand all they have to offer. New Brunswick has an abundance of beauty to enjoy year-round from mountains and rivers to world-class performance venues, breathtaking parks, and beaches on the highest tides in the world. Once visitors have experienced the authenticity of New Brunswick, we are confident they will come back for more and share that experience with the world .*

The following Invitation Action Pillars are aligned with the Town of Sussex:

- **Master Storytelling** speaks to amplifying business and community stories through in-person interactions, interpretive signage, and online presence
- **Authentic Experiences** speaks to the development or enhancement of innovative, immersive, differentiated, and authentic experiences including multi-day excursions, Indigenous connections, artists, and trails. Agritourism/Farm to Table, Workshops/ Experiences with Doers and Makers, etc. would also be a strong fit
- **Pride of Place** speaks to celebrating the unique landscapes, history, culture, local flavours, recreation, sport, etc. of each community and region through festivals and events or every day interactions

It is understood ***The Invitation*** will continue into 2023-2024.
The complete strategy can be found at:
https://www2.gnb.ca/content/dam/gnb/Corporate/Promo/l-the-invitation/tourism-strategy.pdf
with an updated partnership opportunities (in November 2022) available at:
https://tourismnewbrunswick.info/welcome/

Methodology

The following methodology was utilized to reach the recommendations in this report.

MET WITH THE TOWN OF SUSSEX

Confirmed the project goals, objectives, reporting, expectations, and timeline. This also provided an opportunity for information gathering.

IN PERSON WORKING GROUP COMMITTEE MEETING

Reviewed the project goals and objectives and identified stakeholders for one-on-one engagement and group sessions, discussed possible Accelerated Market Readiness candidates, and reviewed the Town of Sussex's Sustainable Tourism Community Screening Tool results. This session was also utilized to start discussions about the opportunities and challenges for the guest economy in the Town of Sussex.

TOWN OF SUSSEX DMR WORKING COMMITTEE

Jason Thorne	Town of Sussex
Shelley Pisegna	Tourism, Heritage & Culture
Johanna Egan	ACOA
Alaina Lockhart	Sussex Ale Works
Jamie Hare	Poley Mountain
Jane Simpson	AX: Cultural Centre
Janet Johnson	Amsterdam Inns
John McNair	Outdoor Elements
Steve Downey	Downtown Business Association
Tom McLaughlin	8th Hussars Museum
Vanessa Coggan	Chamber of Commerce
Micha Fardy	Friends of Fundy

SECONDARY RESEARCH

Existing reports from the past decade were reviewed as follows:

- Current tourism inventory and champions
- Data provided by Tourism, Heritage and Culture regarding visitation and profiles
- Upper Bay of Fundy Rural Regional Destination Development (2022)
- Department of Tourism, Heritage and Culture NB Growth and Recovery Plan (2021)
- Department of Tourism, Heritage, and Culture "The Invitation" (2022)
- ACOA Tourism Innovation Action Plan
- The Greater Sussex Hampton Region Economic Response Report (2017)
- Downtown Sussex Improvement Projects (2013)
- Sussex Market Study (2006)
- Strategic Directions for Tourism in South Central New Brunswick (2006)

A DIGITAL REVIEW WAS ALSO CONDUCTED ON THE TOWN OF SUSSEX'S DIGITAL PRESENCE:

- https://sussex.ca/
  - https://sussex.ca/places-category/street-art/
  - http://www.atlanticballoonfiesta.ca/
  - https://nbaac.org/flea-market/
  - https://sussex.ca/event-category/community-events/
- https://www.facebook.com/townofsussex
- https://www.facebook.com/exploresussexnb
- https://www.instagram.com/exploresussexnb/
- https://twitter.com/townofsussex
- https://www.youtube.com/c/TownofSussexnb/videos
- https://tourismnewbrunswick.ca/search?search=sussex

STAKEHOLDER KICK OFF

Developed and delivered a project information session for the Town of Sussex's stakeholders to set the stage for the DMR on August 3, 2022. A combination driving and walking tour of key community tourism and infrastructure assets followed the information session.

The goal was to ensure all stakeholders were provided an opportunity to participate in the initial session and to gather as much data as possible. The Town of Sussex was provided with a suggested email communication to send to approximately forty (40) identified stakeholders and followed up with a phone call.

ATTENDEES

- 8th Hussars Museum
- Agricultural Museum of New Brunswick
- Cobblers Lane Fudge Factory
- AX: Cultural Centre
- Poley Mountain Ski Resort
- Sussex Area Community Foundation Inc.
- Sussex Valley ATV Club
- Sussex Distillery
- Town of Sussex
- Town of Sussex, Councillor Nelson
- All Seasons Inn & Restaurant
- First Nations Storytellers
- Pearson's Corner Market
- Sussex Ale Works
- Sussex KOA Campground and Drive-In
- Taste and See
- Tourism Heritage & Culture

CONDUCTED ONE-ON-ONE VIRTUAL INTERVIEWS WITH KEY STAKEHOLDERS

Conducted twelve (12) interviews with key stakeholders identified by the Working Group to understand opportunities and challenges for tourism in the region. Additionally, during the AMR process an additional five (5) operators were asked for their input at the community level.

- Jason Thorne, Town of Sussex
- Alaina Lockhart, Sussex Ale Works
- Jane Simpson, AX: Cultural Centre
- John McNair, Outdoor Elements
- Steve Downey, Downtown Business Association
- Tom McLaughlin, 8th Hussars Museum
- Vanessa Coggan, Chamber of Commerce
- Micha Fardy, Friends of Fundy & Upper Bay of Fundy (two sessions)
- Don & Tina Monahan, Sussex KOA Campground & Drive-In
- Stephanie Robichaud & Scott Dinan, Tourism, Heritage & Culture (two sessions)

STAKEHOLDER SITE VISITS

Gail Bremner spent two days (July 22 and Sept 10, 2022) visiting the Town of Sussex to explore and investigate from a guest's lens. This involved approaching the town from various directions to investigate wayfinding and signage as well as visits to:

- Sussex Ale Works
- Picadilly Coffee Roasters
- Atlantic Balloon Fiesta
- AX: Cultural Center
- Cobblers Lane Fudge Factory
- Armadale Farm Dairy Farms & Cheese Shoppe
- Knocks Café
- Evergrow'in Produce

Tourism Potential

Tourism, Heritage, and Culture provided a vast amount of data for the Sussex region and this section attempts to summarize it with emphasis on defining the current and potential markets from Atlantic Canada, Ontario, and Quebec for the **leisure** market. Complete guest profiles for those identified can be found in Appendix C.

From 2019 to 2021 inclusive approximately 3.3 million people visited the Sussex area. It would be negligent not to note the COVID-19 pandemic occurred during this timeframe so the numbers may not represent what visitation could have been without the pandemic.

POPULATION TOTAL 2019-2021

Name	Code	Base Count	Base %	Count	%	% Pen	Index
Total		38,612,477	100	3,294,884	100	8.53	100
New Brunswick	13	787,076	2.04	2,443,171	74.15	310.41	3,635
Prince Edward Island	11	164,077	0.42	117,050	3.55	71.34	846
Nova Scotia	12	988,074	2.56	359,991	10.93	36.43	427
Newfoundland and Labrador	10	519,411	1.34	48,386	1.47	9.32	110
Northwest Territories	61	45,657	0.12	1,254	0.04	2.75	32
Nunavut	62	40,442	0.1	765	0.02	1.89	23
Yukon	60	43,196	0.11	554	0.02	1.28	15
Ontario	35	15,005,861	38.86	166,172	5.04	1.11	13
Quebec	24	8,660,815	22.43	91,769	2.79	1.06	12
Alberta	48	4,530,938	11.73	35,316	1.07	0.78	9
Manitoba	46	1,408,272	3.65	8,371	0.25	0.59	7
Saskatchewan	47	1,205,216	3.12	6,730	0.2	0.56	7
British Columbia	59	5,213,442	13.5	15,355	0.47	0.29	3

The table above demonstrates current visitation is highest from New Brunswick, Prince Edward Island and Nova Scotia. With proximity, population, and taking into consideration where Tourism, Heritage and Culture focus their leisure marketing spend, Ontario and Quebec represent the highest potential.

Tourism, Heritage, and Culture breaks each region into guest profiles and through consultation with the data analysts at THC the following have been identified as priority for Sussex.

NOVA SCOTIA

Current: Atlantic Profile - Group 7

Potential: Atlantic Profile - Group 3

NEW BRUNSWICK

Current: Atlantic Profile - Group 2 & Atlantic Profile - Group 7

Potential: Atlantic Profile - Group 4, Atlantic Profile Group 5 (Francophone)

ONTARIO

Potential: Outdoorsy Suburban families (Group 3)

QUEBEC

Potential: Groups 1 & 2

It is important the percent attributed to each Travel Motivator in the profiles is considered in conjunction with the total population of the profile. For example, Atlantic Profile, Group 7 has the highest propensity for Agricultural and Farm Tours, with the percent at 11.5-23%, while that percent may seem low, this translates to 87,769 to 175,539 people, a considerable number.

The Table in Appendix A - ***Guest Profile Travel Motivators*** on page 42 provides a visual reference for the recommended leisure guest markets. It is interesting to see the diversity amongst the guest profiles. Overall, there is a higher-than-average propensity for self-guided driving tours or road trips, natural landscapes, hiking or walking in nature, hiking, or biking, breweries and wineries, live shows, camping, Historical, Archaeological or World Heritage Sites, and ocean side beaches (this motivator can inform partnerships). And on the other end, there is an overall lower-than-average propensity for road cycling, nightlife, video arcade or indoor amusement centres, and movie festivals.

Atlantic Profile Group 7

- Population: 763,213
- Households: 341,379
- 33% of households in Atlantic Canada

Atlantic Profile Group 2

- Population: 652,391
- Households: 267,429
- 26% of households in Atlantic Canada

Atlantic Profile Group 3

- Population: 194,037
- Households: 73,881
- 7% of households in Atlantic Canada

Atlantic Profile Group 4

- Population: 101,427
- Households: 49,231
- 5% of households in Atlantic Canada

Atlantic Profile Group 5

- Population: 102,917
- Households: 41,818
- 4% of households in Atlantic Canada

Ontario Group 3

- Population: 2,027,547
- Households: 735,447
- 14 % of households in Ontario

Quebec Group 1 (MATANTE)

- Population: 2,562,827
- Households: 978,115
- 26.5% of households in Quebec

Quebec Group 2 (MONOCLE)

- Population: 1,679,907
- Households: 723,780
- 19.6% of households in Quebec

When new experiences, events, itineraries, or any offering is being developed it should be run through these profiles to understand the potential guest and ensure the components speak to the guest. Additionally, the marketing assets and channels utilized need to correspond to the intended guest. The profiles ensure efforts are focused and dollars are spent wisely.

If asked to reduce the number of profiles the Town of Sussex should focus on the following would be the recommendation:

- Prioritize Group 7 and 2 in Atlantic Canada (NB & NS, while they are the highest there is ample room for growth)
- Focus on Group 3 in Ontario
- Prioritize Group 1 in Quebec, they are doers versus watchers

TOURISM POTENTIAL - GROUP MARKETS

There is absolutely group market potential for the Town of Sussex, it is already happening in some markets, such as sport. It is felt that once the regional context is fully developed and several of the action items from this report are completed, pursing group markets such as cruise, travel trade, niche meetings & conventions will be part of an overall strategic plan.

Recommendations

This section focuses on recommendations identified through the consultation process and is broken into six areas, human resources, financial, infrastructure, seasonality, experience development, and marketing.

In instances where a specific area or item is recommended for development or improvement it is not intended to negate or diminish the importance of other assets. Destination Market Readiness focuses on specific, actionable items that are achievable within a certain timeframe and considers human and financial capacities.

The Action Plan on page 35 outlines the steps to accomplish the following recommendations. It will be provided in raw format (excel) to the Town of Sussex as a tool for managing the communication of progress to the working committee and internally as needed.

HUMAN RESOURCES

The screener identified several areas for improvement (tourism planning, organized Leadership, inventory/ categorization, cooperation, communication) that can be addressed by increased paid human capacity at the Town level and by strategically utilizing volunteer skill sets through working committees for specific projects/ deliverables as needed. It is important to note that without increased paid leadership at the Town level, it is the opinion of Bremner & Associates, that not only will opportunities be missed but that the actions required to execute the recommendations will not be possible.

Minimally, one additional paid position with a sole focus on tourism. The successful candidate would have a strong background in marketing, governmental relations, partnerships, and tourism development.

Staff shortages in the tourism sector is a global challenge; however, it is exasperated in regions when there are no post-secondary educational and training opportunities that will attract and retain youth. While this may take time to realize, developing an attraction strategy for a satellite NBCC hospitality program would potentially address this challenge in the long term. There is a critical mass of tourism operators able to provide work terms or co-op placements and excellent quality of life for students.

FINANCIAL

Sourcing funding to accommodate the additional human resources required to implement the recommendations is critical. An opportunity identified is the collection of the Tourism Marketing Levy which is not currently being done in the region.

UNITS	RATE	% OCC	REVENUE	ANNUAL LEVY FORECAST*
211	116	51	$4,556,207.40	$159,467.26

The above calculation is based on the following information:

- 211 roofed accommodations (per THC, 2011)
- $116.50 (per CBRE Hotel Trends in the Hotel Industry National Market Report, July 2022)
- 51% occupancy (per THC Accommodations Occupancy Rate % 2019)

Based on these data points, annual accommodation revenues for the region would be $4,566,207.40 million. Applying a 3.5% levy (the current best practice in New Brunswick) would provide $159,467.26 incremental revenue for RSC#8 to invest in tourism marketing, experience development and/or tourism infrastructure.

Best practice from other regions who have implemented the levy indicates it can take up to one year for it to be implemented and collection to start. It is important to note that campgrounds can also be included in the Tourism Marketing Levy; however, that inventory is not included in the forecast above.

Additionally, there are several funding opportunities through the Province of New Brunswick (THC, RDC, Community Investment Fund, etc.), the Federal Government (ACOA, Canada Digital Adoption Program, etc.) along with corporate and non-profit initiatives (for example Thompson Okanagan Tourism Association's partnerships with Fortis and an accessibility program).

INFRASTRUCTURE

Several infrastructure projects were discussed throughout the consultative process. Realistically all of them could not be brought forward and thus the following filters were utilized:

- Did the majority think this project is critical for tourism?
- Will this project provide benefits to the community?
- Does the project align with regional, provincial, and federal initiatives?
- Is the project likely to secure funding?
- Is this project likely to happen over the next twelve months?
- Does this project serve the most stakeholders?

SIGNAGE WAYFINDING

There needs to be an audit of all signage that maps current assets, identifies areas for improvement, and gaps from the lens of directing guests and residents to businesses and areas of interest. Included in this process, can guests easily find their way from one community to another within the region? From the audit, recommendations to the Department of Transportation & Infrastructure, the Town of Sussex and potentially other communities will need to be presented. Recommendations will need to consider community branding for the municipal signage. Following consultation, implementation.

Specific needs identified during the consultation process are:

- Fundy Trail Parkway should have *distance to* added
- Poley signs should add biking symbol
- Opportunity to redirect through town versus highway
- Opportunity to promote businesses through wayfinding signage strategy
- Provincial Scenic drives need to connect/add Sussex (River Valley and Fundy Coastal)

Streamlining applications for both provincial and municipal wayfinding signage is in progress by both levels of government and user feedback for improvement is encouraged.

INTERPRETIVE SIGNAGE

Should be top of mind when updating assets or when new development is happening. It is important that interpretive signage does not impact the landscape and vistas but instead enhances and educates the guest. This can be done through technology such as QR codes, DriftScape, All Trails, and other popular apps and then promoting their use within the community. The Action Plan makes note of where interpretive signage would be appropriate.

STREET ART

Twenty-three (23) murals have aged together, and a proposed solution is to reduce the overall number to fifteen (15) using a staggered approach to updating or renewing them (i.e., three per year). This cycle would continue after completion in five years ensuring there is always a reason to return and see the new street art. Care and attention to locations (new locations) needs to be considered and all fifteen (15) do not have to be murals but a mix of mediums to attract diverse types of artists, partners, and guests. This approach could also reduce the number that need to be updated each year addressing sustainability. See Arts & Culture under Festivals & Events on page 26 to see how this infrastructure project can also become an annual event.

TRAILS (WALKING/CYCLING)

Self propelled trails were something that every stakeholder spoke of when talking about ways to add value and attract the high value guest best suited for Sussex. This type of traveller also aligns with the data. There are several trails that have become popular organically and are being promoted amongst the hiking community on digital platforms and apps. While there are many trail candidates for further development focusing on one is the recommendation. There are many variables that impact which trail is chosen and further investigation and consultation is required to reach this decision. Once the trail is chosen the actions that need to be followed are outlined in the Action Matrix. It is important to note under Experience Development on page 24, there is a recommendation that includes that includes all trails. This is for significant infrastructure investment only.

TRAILS (MOTORIZED)

The Sussex Valley ATV Club #34 is one of the largest and active clubs in New Brunswick and have an active membership who pursue funding for infrastructure through various funding agencies. The infrastructure piece they need assistance with is enabling bylaws for Highway Usage Permits (HUPS) as outlined in the action plan. Note: Discussions about overuse of the 200+ KMs of trails occurred and it is not currently an issue; however, if attracting this type of guest gains traction, the solution would be to widen trails which will require infrastructure assistance from stakeholders. This is not antipcated over the next couple of years.

YEAR-ROUND, SEASONALITY

A high percentage of businesses are already operating year-round and there is a good mix of experiences available all four seasons as noted in Appendix B – Tourism Inventory on page 46. There are opportunities for events, packaging, and partnerships to increase visitation during all four seasons as well as introduction of new experiences, see Action Plan on page 34.

It is important to note that operators who are not open year-round are primarily staffed by student interpreters funded through federal and provincial government grants. It is anticipated that in time, these grants may shift to be available year-round (to support the shift in tourism) as well as be available for other population demographics. Also, as tourism increases value to the community, corporate opportunities may also present.

Finally, the data provided by THC indicates a high percentage of guests visiting Poley Mountain in the winter months are not visiting other businesses in the town (anecdotally operators confirmed this during consultation). There are opportunities to address this through itinerary and partnership development. Conversely, there are opportunities for businesses to assist in leveraging visitation to Poley in the summer months.

EXPERIENCE DEVELOPMENT

A destination is often defined by the things that there are to see and do, the experiences that are available. Sussex has an impressive number of organizations and businesses that serve the community and guests in this capacity. This section focuses on opportunities for improved or new experiences identified through the consultation process that also align with the travel motivators of the identified current and potential guests for the Town of Sussex.

PROGRAMMING AT LEONARD'S GATE & CLOSING OF MAIN STREET

Both items were a topic of discussion with several stakeholders. While it is recognized the closing of Main Street can be problematic, it is felt if it were a regular occurrence with good signage to ensure it did not displace business on either end it would be beneficial to everyone. For example, every Friday the Farmer's Market takes place from 11-4 at Leonard's Gate, this could be the opportunity to close the street and have regular programming including but not limited to cultural events, live music/entertainment, buskers, culinary experiences, beverage features, open mic, guitar sing alongs, dances, etc. This could be all year as during winter could embrace the hygge concept.

Could an association or businesses partnership take this on? Is there funding available for inaugural programming of mini festivals/events?

When Leonard's Gate is not in use, is it possible for businesses and organizations to utilize the space? Food and beverage establishments could utilize the extra capacity and it could be a revenue generator to ensure maintenance and enhancements for the broader community use.

AGRITOURISM

Telling the stories of the farmers and growers and the reason the produce and products made in Sussex are successful is a definite opportunity. Engaging with local producers to add an experiential component to their operations that will inform and educate guests will take time, but it is a worthwhile endeavor. Farm and agritourism rate above average in the travel motivators identified for Sussex's current and potential guests. The Armadale Cheese Shoppe is participating in the Accelerated Market Readiness program to evaluate the ease to which a tourism experience can be added to their offerings. Other producers may also be interested in incorporating programming into their business mix as well. The experience can look different at each location (see Farm to Table below) what is important is that it is authentic, and the farmer or producer wants to invite people to their location.

Culinary options at farms like what Glasgow Glen Farm in Prince Edward Island does is also a wonderful way to provide incremental revenues for farmers while providing an amazing experience. https://glasgowglenfarm.ca/

Some programming and experiences at farms that have been well received beyond what is mentioned above include what we grow and why, family/farm history and connections to community, how farming has changed/evolved, milk a cow, bottle feed a calf, churn your own butter, etc.

FARM TO TABLE

There is an opportunity to demonstrate all the places within the region that community members and guests can purchase locally grown produce, meat, cheese, etc. as well as locally made foods such as the Old Bavarian Restaurant, Mrs. Dunster's, Cobblers Lane, Sussex Ice Cream, and more. Adding value to the itinerary by providing recipes that utilize locally sourced goods will provide content for digital marketing as well. Appendix B – Tourism Inventory indicates retail, food and beverage, and agricultural organizations for consultation and inclusion in the development of the itinerary(ies).

Adolf & Olga Giermindl, owners of The Old Bavarian Restaurant, Adolf's Butcher Shop and the Giermindl Farm have been using the Farm to Table concept for over 35 years with immense success in attracting guests. They may be a resource to consult and assist others interested in this concept. Another example is Farm to Table NB. They are delivering exclusive culinary experiences at farms throughout Southern New Brunswick and could be brought on to develop and deliver this well received experience in Sussex.

Building on this, is an opportunity for organizations and businesses to partner, develop and deliver workshops. Imagine in the Spring community and guests learning how to start a vegetable, deck, or herb garden and then in the fall learning how to can and preserve. The benefits of having your own chickens, goats, and how to get started is another option. Some organizations and businesses could expand offerings to include cooking workshops and culinary experiences, focusing on what is produced in Sussex.

WALKING/HIKING TRAILS

The natural landscape of the area is spectacular and demonstrating how people can enjoy it through walking/hiking is a must. People want to know how long it will take, is it out and back/circular, how difficult, elevation, and what amenities are nearby. Developing a means to communicate this information to guests is key. Then, using all trail inventory and promoting with culinary options pre and post (from ice cream to full meals, or a float to a cold crafted libation), overnight accommodations, retail, etc., provides value and keeps the guest in the community longer.

An example from Hiking New Brunswick for the "Amphitheatre"

Difficulty	Moderate	Trail Markers	orange tape
Trail Type	Linear	Scenery rating	must see
Distance	3.0 KM one way	Maintenance Rating	well maintained
Estimated Time	2 hours	Cell Reception	none
Surface Type	old road, forested	Dog Friendly	yes
Elevation Change	140 metres	Fees	none
Features	ice valley		

The province is working on best practices relating to conveying trail information and should be consulted.

TRAILS (MOTORIZED)

With over 200+ KMs of trails, working with the Sussex Valley ATV Club #34 to promote to this guest profile is a natural deliverable. The experience is developed, it needs promotional material, itineraries, and partnerships with other businesses.

Chaleur Region Quad Story

https://www.chaleurtourism.ca/en/stories/new-brunswick-s-ultimate-quad-destination

INDIGENOUS

There are opportunities to partner with Indigenous businesses to research and develop programming and events throughout the year. The Indigenous Tourism Association of New Brunswick has a member list: https://www.itanb.ca/experiences/ for partnership discussions. It needs to be an Indigenous person conducting the research and developing the programming/experiences and thus ITANB is a good starting point. Parks Canada signed a memorandum of understanding (2022-2025) with the Indigenous Tourism Association of Canada (ITAC) and thus Fundy National Park may also be a partnership opportunity. As a point of note, there was an Indian Day School in Sussex, the Sussex Vale Indian Day School, established in the late 1700's on the grounds of the present-day Trinity Anglican Church.

ITINERARY BUILDING (CLUSTERING)

Develop single and multi day itineraries to demonstrate how you can "hike, stroll, sip, taste, cycle, off-road, adventure, shop, learn, play, kiss/honk/flash your lights (13 covered bridges), etc. ... Your way around Sussex ". Each one separate, so each itinerary speaks to the guest identified as high conversion and high value for Sussex, ensuring there is representation for all four seasons. Having multiple suggested itineraries demonstrates you can spend multiple nights, any time of the year. This deliverable can also capture the attention of the Travel Trade market (group/FIT). Appendix B – Tourism Inventory will assist in clustering and building the itineraries. It should be noted that operators may be able to be highlighted in more than one itinerary. Best practice example: https://southeasternontario.ca/explore/seasonal-itineraries/

PACKAGING & PARTNERSHIPS

While this has been a theme throughout AMR delivery it is important to note there are operators who admittedly work in their own silo and have not thought about reaching out to others to partner and package (or had the time to). The itineraries that are developed should be converted to easy to purchase packages. This means one operator taking the lead to make it a straightforward process. For overnight packages it is typically the accommodation provider and for non overnight packages it would be the first "stop" or the operator who has the greatest return on the investment. It is important to ensure packages speak to each season and offerings are available throughout the year. Packages are a great tool to assist in diverting business from high to low-demand days/months and can be tailored to capture the attention of the identified guest markets.

FESTIVALS & EVENTS

Tourism, Heritage, and Culture are investing resources into Festivals & Events and the Town of Sussex has experience in executing a variety of these. This section highlights opportunities for enhancing current and introducing new.

ATLANTIC BALLOON FIESTA

2023 will be the 37th Annual ABF and in 2022 after a hiatus during the pandemic guests attended in record numbers, bringing critical infrastructure to a breaking point. For this report, congestion and parking is an area that needs to be addressed and that could be resolved with a park n ride. It is understood several charities utilize parking to raise funds and there will still be a need for this with this additional opportunity added and a charity could take on the operation of the park n ride system as it would also be a pay to use service. Consideration for accessible transportation will need to be taken. The park n ride could also connect the community to the ABF and transport festival guests to other key drop off and pick up locations throughout the town. For example, the shuttle could stop at 3 key locations throughout the town to encourage people to visit businesses and organizations as well. The shuttle driver could inform travellers about the surrounding amenities and encourage them to hop off and visit or to return another time to visit. This model could also be used for the Sussex Flea Market.

RISING TIDES TRAILS & TUNES FESTIVAL

Is a showcase of Atlantic Canadian talent with Fundy National Park at its heart and spreading out into the communities nestled along the southern coast of the UNESCO designated Fundy Biosphere Reserve. From Hillsborough to St. Martins, the weeklong festival highlights local music, art, trails, and food to tell the stories of this amazing place and its people. In 2022 the model of delivery changed, having each community coordinating and staffing the local showcases. Heading into 2023, the coordination of the local component needs to be done well in advance. The data shows high propensity for live shows and thus ensuring human resources are allocated is important.

ARTS & CULTURE FESTIVAL

Building an annual festival & event around the updating of the murals and new installations is an opportunity. Festival Inspire is an international, multidisciplinary, public arts festival with a focus on putting all the arts in all the public spaces . This may be a way to no only leverage introducing a new festival but also to engage with potential artists.

FARM TO TABLE EVENT(S)

Utilizing an event to bring awareness to local products that coincides with guest travel motivators is an opportunity to be investigated. As noted under experience development on page 23, there are operators within Sussex (The Giermindl family) and New Brunswick (Farm to Table NB) who are already hosting events of this nature. Leveraging their expertise could enable a second new event or series of events with minimal impact on current human resources (both volunteer and paid staff).

Note: One entity needs to have their eye on a calendar ensuring there is not overlap between current and new events, not just in Sussex but regionally as well. Consideration should be given to slower periods when new events are introduced.

CAPACITY BUILDING

Four common themes have been identified throughout the consultation process to be addressed through capacity building sessions over the coming year. The Sussex Chamber of Commerce will take the lead role, ensuring all capacity building events occur and ensuring they are made available to all to all stakeholders.

BUILDING SUCCESSFUL PARTNERSHIPS

Knowing how to source, build, contribute, manage, and evaluate a successful partnership are critical skills that can lead to increased capacity, enhanced guest experiences and desired growth. Most stakeholders involved in the consultation process (including the AMR component) have not built partnerships with other businesses or organizations and thus this is seen as a priority. An ancillary benefit of providing this capacity building session is that it will spark ideas and open dialogue amongst participants.

Potential Experts: Aquila Tours Inc., https://cruiseexcellence.com/aquila-training/

SOCIAL MEDIA

There are two specific areas that will benefit from capacity building for all stakeholders under the social media banner; 1) how to create & plan engaging content (video and storytelling) and 2) platform specific training for Facebook and Instagram.

Potential Experts: Learnsphere, https://learnsphere.ca/

RECRUITMENT & RETENTION

Having an organization (or individual) that is recognized for their practices in recruitment and retention would benefit several organizations within the community. This would not only assist with current demand but enable growth as human capacity has been noted as a barrier by several entities.

Potential Experts: Tourism HR Canada, https://tourismhr.ca/
Canada's Top 100 Atlantic Canada, https://www.canadastop100.com/atlantic/

NETWORKING

Provide regular (quarterly, bi-annual) opportunities for stakeholders to gather and share ideas, successes, challenges and discuss concepts for collaboration and partnerships. In person networking events assist in building affinity and kinship amongst stakeholders as well.

Marketing

To start this section, it is important to note before any significant investment in marketing occurs it is important to finalize the community identify and embark on a branding exercise. THC marketing partnership opportunities for 2023-2024 will be made available in November 2022 which may provide funding prospects for branding.

Additionally, there needs to be a belief that the Town has enough things to see and do to be a destination, not only a service area for Fundy National Park, Fundy Trail Parkway, and other regions nearby. This can be accomplished through a local campaign including strategic inclusion of the broader community in developing experience and marketing assets. Contribute to building pride of place through engagement while also connecting to the broader region and province.

Finally, destination marketing is not about promoting a business. It is about highlighting the people, the experiences, the memories guests will create while in your community. Storytelling. Guests need to see how they can connect, participate and be a part of your community's story.

IDENTITY / BRANDING

The concept of "Makers & Doers" was floated as a potential community identity with good reception amongst tourism stakeholders as it was felt it speaks to the entrepreneurial spirit of the community. One of the participants said, "You don't need to leave the community for anything, someone will build it or make it for you, if you ask". The number of items made by doers in Sussex is extensive including but not limited to yarn, garments, quilts, fudge, coffee, cheese, beer, baked goods, spirits, ice cream, several produce items, milk, cream, butter, etc.

These themes did not pop when the community was provided an opportunity to provide their input through an online survey. Instead, feelings and places ranked highest as per the word clouds below.

SURVEY STATS

- 159 respondents started the survey
- 43 didn't qualify to complete the survey as they didn't identify as Sussex being home
- 116 did qualify
- 30 ejected without answering any questions

Question: What do you recommend to people when they ask what there is to see and do in the Town of Sussex? 86 respondents

Question: If you had to describe to your friends and family who live away why you live in the Town of Sussex, what one word would you use? 86 respondents

Question: Did you find it hard to pick just one word? Now is your chance to add additional information. Why do you choose to live in Sussex? What makes it home for you and not just where you live? 69 respondents

The information collected will inform the branding process and as noted in the Action Matrix, connecting with the community to explore the identity question further will be important.

WEBSITE

The current website is a functional site versus a marketing tool for potential guests. https://sussex.ca/

Developing a tourism consumer website is a priority. Adding travel trade, media, meetings & conventions as human resources, products and experiences allow. There are best practice examples and contracting a web developer who has worked in the tourism industry is highly recommended.

SOCIAL CURRENTLY

https://www.youtube.com/c/TownofSussexnb

There are six videos currently listed, a mix of informational for residents and guests. A new channel could be started with ExploreSussex.

Note: The Take Me to Your Locals video should be added.

YouTube is a tool that guests use to check out potential destinations. All video assets can be housed here and then posted to other digital platforms.

Note: there are other areas called Sussex, need to ensure that digital is clear it is Sussex, New Brunswick, Canada.

https://www.instagram.com/exploresussexnb/

- Mirrors Facebook posts
- No reels

https://www.facebook.com/exploresussexnb/

- Temporarily Closed (last post September 8, 2022)
- No videos
- Low engagement (likes/shares/comments)
- Frequent posting July & August promoting events/festivals and businesses

SOCIAL OPPORTUNITIES:

- Video content creation
- Images with people
- Scheduled posts (avoid gaps)
- Promotion of itineraries created, demonstrate all there is to do
    - Include sharing of regional content such as nearby festivals and events
- Utilize content that provides value (i.e., recipes, top 10's, Don't Miss, etc.)
- Highlight the people of Sussex (connect to the people versus the businesses)
- Sharing of others content
- Targeted paid advertising on social channels as per profiles

DRIFTSCAPE CURRENTLY

- 2 Walking Tours
    - Street Art: An Outdoor Gallery (Free Parking, 2-3 hours walking)
    - Local Historic Places Tour (21 places, Free Parking, 2-3 hours walking)
- 92 places listed in a directory format
    - 0 Events

DRIFTSCAPE OPPORTUNITES:

- Add tours, demonstrate how the businesses can be connected (itineraries)
- Add commentary
- Add events, they do not have to be big events (workshops, openings, etc.)

TOURISM NEW BRUNSWICK'S WEBSITE

- Maximize the Town's profile on the Tourism New Brunswick's website, https://tourismnewbrunswick.ca/search?search=sussex
- Ensure operators are highlighted, categorized, and are maximizing their profiles on TNB's website as well

TRADITIONAL

Based on the targeted guest profiles traditional marketing such as radio ads, billboards, magazine editorial and ads, television ads, etc., can all be part of an overall strategic marketing plan. It is anticipated that the best use of marketing dollars will be in social media ads for the next one to two years until the recommendations of this report are executed.

CONSUMER SHOWS, TRAVEL TRADE, MEETINGS & CONVENTIONS AND TRAVEL MEDIA

Consumer shows in the Nova Scotia, Ontario, and the Quebec market would assist in building momentum within the leisure market; however, until the human resources are in place and the regional context is fully developed, efforts are best focused on building assets and experiences within the community to take to market in one to two years. The same rationale applies to the other markets noted as well. In other words, having the Town of Sussex investing in these markets directly is not currently recommended.

It is important to note that Tourism, Heritage, and Culture are active in all these markets (except for Meetings & Conventions) and thus while the Town of Sussex is not directly selling, the province is taking the community and operators to these markets.

Action Plan

Town of Sussex Action Matrix

CATEGORY	ITEM	DELIVERABLE	LEAD	COMPLETE BY DATE	BUDGET
Financial					
	THC	Meet to identify programs that will support action items	ToS	Dec 22	$0
	ACOA	Meet to identify programs that will support action items	ToS	Dec 22	$0
	CDAP Funding	Investigate: https://ised-isde.canada.ca/site/canada-digital-adoption-program/en	ToS	Dec 22	$0
	TMF	Educate and advise stakeholders about the Tourism Marketing Levy	ToS	March 23	$1,000
	TMF	Implement Tourism Marketing Levy	ToS	Jan 24	$0
	Corporate	Top of mind for opportunities as they are developed. Are their corporate partnership opportunities	All	Ongoing	$0
	Grants	Staying informed of opportunities as they are presented through various membership associations, newsletters, other stakeholders	All	Ongoing	$0
Human Resources					
	Staff	Develop job description for new hire(s)	ToS/WC	Jan 23	$0
		Hire additional staff for tourism development, marketing & Sales	ToS	Feb 23	$65,000
	Volunteers	Determine projects that require working committees and fill	WC	Dec 22	$0
	Workforce	Develop attraction strategy for an NBCC satellite campus	WC	May 23	$0
		Advocate for a satellite NBCC campus with a focus on hospitality	WC	June 23	$0
Infrastructure					
	Wayfinding Signage	Scenic Drives inclusion of Sussex (Fundy & River Valley)	THC	March 23	$0
		Inventory current & Audit gaps/needs (walking and driving)	ToS	May 23	$0
		Develop signage strategy including branding consideration	ToS	Sept 23	$15,000
		Present strategy to DTI, ToS and other communities	ToS	Oct 23	$0
		Adjust as required, gain approval from DTI, ToS, communities	DTI/ToS	Dec23	$0
		Plan for installation in 2024	DTI/ToS	Spring 24	$75,000
	Façade & Safety	Source funding (lighting, safety in downtown area)	DBA/ Chamber	March 23	
		Source best practices & implement as funding enables	DBA/ Chamber	Jan 23	
	Street Art	Determine which pieces are to be refurbished and decommissioned, including community consultation	ToS/WC	March 23	$1,000
		Determine how best to decommission spaces	ToS	May 23	$0

	Trail (Self Propelled)	Investigate and consult to determine optimal trail for development	ToS	Dec 22	$0
		Utilize data (Province, Fundy Biosphere Reserve, etc.) to assist in decision making	ToS	Jan 23	$0
		Address any land ownership/use (lease, MOU, purchase)	ToS	Jan 23	
		Connect with THC Michelle DeCourcey re NB Trail Strategy for Best Practices and insight into Provincial Trail Strategy	ToS	Jan 23	$0
		Connect with Jane Murphy , re NB Trail Strategy	ToS	Jan 23	$0
		Community Session to garner input (architect should be present)	ToS	Feb 23	$1,000
		Landscape Architect/Design for trail head and trails (including interpretation/ safety signage on trail) for chosen trail	ToS	Spring 23	$15,000
		Community Session to present concepts, adjust as required	ToS	Oct 23	$1,000
		Secure trail head funding (parking/washrooms/garbage/etc.)	ToS	Dec 23	$0
		Operational Costs for ongoing trail maintenance (partnership)	ToS		
		Note: Best practice provided by John McNair https://www.sentiersdumoulin.com/	All	Ongoing	$0
	ATV Trails - Advocacy	Highway Usage Permits (HUP's) 17 pending (some 10+years), municipal bylaws required (new 2022)	ToS	Jan 23	$0
		Policing of permits & laws, 6 for entire province, is this part of the NB Trail Strategy for example	THC/ToS	Jan 23	$0
		Opportunities for interpretive signage	ATV/ToS	Ongoing	$20,000
Experiences					
	Main Street	Determine if regular closure is possible, consult with community	ToS	Jan 23	$1,000
		If deemed possible, develop plan for traffic flow including signage & communication	ToS/WC	March 23	$0
		Evaluate and adjust as required with ongoing communication	ToS/WC	Ongoing	
	Leonard's Gate	Evaluate usage and determine availability	ToS	Dec 22	$0
		Rental, programming opportunities, what could it look like?	ToS/WC	Feb 23	$0
		If deemed possible, can programming be outsourced (fee for service, in-kind arrangement, etc.)	ToS	Feb 23	$0
		Source funding for programming (THC Festival & Events? Would need to be earlier)	ToS/WC	Feb 23	$0
	Agritourism	Source farmers & producers who want to embark in the guest economy incorporating experiences into their businesses	ToS	Aug 23	$0
		Partnerships between farmers & producers and other organizations and businesses to develop and deliver workshops (planting, canning, etc.)	ToS	Aug 23	$0

		Support Armadale Farm Cheese Shoppe as they embark into the guest experience	ToS/WC	Ongoing	$0
	Farm to Table	Opportunity for Giermindl family to provide consulting, best practices to others in the sector who want to expand and for their experiences/events to be leveraged	ToS	March 23	$0
	Walking, Hiking & Cycling Trails	Produce a printed hand out map that business can provide in market and that can be downloaded from digital assets (length, time, difficulty, etc.)	ToS	July 23	$15,000
		Digitally, work with a recognized app such as All Trails, Hiking NB, to ensure information is accurate and up-to-date	ToS	Aug 23	
		Digitally work with a recognized app such as Strava, Trail Forks, etc. for mountain biking and Outdoor Elements as this market expands	ToS	Aug 23	
	ATV Trails	Support Sussex Valley ATV Club #34 with their promotion of the 200+ KM of trails, marketing assets, connect to other businesses, itinerary development, etc.	ToS/ATV	Ongoing	
	Indigenous	Explore Indigenous partnership opportunities to research and identify the stories and history to be told and interpreted	ToS	March 23	$0
		Develop and implement findings from above either through existing Indigenous businesses or sparking a local one	ToS	Aug 23	
	Itinerary Building	Develop themed itineraries (1/2 day, full day, multi day). Utilize to drive guests during need times, expand season for operators, Use the Inventory tool and ensure a professional/tourism writer is engaged to capture the imaginations of potential guests. The ones noted below are based on the guest travel motivators identified as high propensity and/or identified as opportunities by stakeholders	ToS/WC	Aug 23	$0
		• Winter when visiting Poley, add these to your day/weekend • Culinary/Farm to Table, demonstrate how a guest can experience Sussex from this lens • Hiking/Walking, cross promote with culinary, accommodations, events • Quad/ATV itineraries demonstrating connections, time that can be spent, complimentary amenities, etc. • Historical itineraries, connect to the past through various experiences			$0
	Packaging	Identify itineraries from above and operators to lead and manage the purchasing of packages. Make it easy for guests to be converted in advance through packaging	ToS/WC	Dec 23	$0
Festivals & Events					
	Atlantic Balloon Fiesta	Explore opportunity and partnerships for a park n ride that also promotes guests visiting other areas of the Town while at the ABF	ToS/ABF	Feb 23	$0
		If deemed appropriate, implement, deliver & evaluate (Note: This could also work for the Sussex Flea Market to connect to community)	ToS/ABF	Sept 23	$0

	Rising Tide Festival	Secure resources (paid or volunteer) to manage line-up, logistics and delivery (guest propensity for live shows)	ToS/WC	March 23	
		Evaluate and make recommendations for 2024	ToS/WC	Nov 23	$0
	Arts & Culture	Utilizing the updating of the murals and new installations to build a new annual festival & event for 2024 during a need time (use 2023 to plan for 2024 inaugural event, secure funding, etc.) Connect to the arts & culture community	ToS/WC	Dec 23	$0
	Farm to Table	Opportunity to engage with Farm to Table NB for a Sussex farm event (funding opportunity?)	ToS/WC	Jan 23	$0
Capacity Building					
	Building Successful Partnerships	Source provider & host workshop for operators (ensure recorded for future use)	Chamber	April 23	$4,000
	Social Media	Source provider & host workshop for operators (ensure recorded for future use). Specifically, how to build engaging content (video focus) for Instagram and Facebook and how to get the most out of both of these platforms (could be 3 separate shorter sessions)	Chamber	April 23	$4,000
	Recruitment & Retention	Source provider & host workshop for operators (ensure recorded for future use)	Chamber	April 23	$4,000
	Networking	Host quarterly networking for operators with a built in update on this project and other pertinent items relating to tourism	Chamber	Quarterly	$4,000
Marketing					
	Branding	Outsource firm to develop brand based on offerings/identity	ToS/WC	Feb 23	$30,000
		Investigating how identity can link to guest motivators through community consultation will be a part of the brand development			
		Connect brand to the region, needs to be unique but connected			
		Focus on the key stories			
	Assets	Inventory what exists both public and private (images, videos, drone, text)	ToS/WC	April 23	$0
		Develop list of creative assets required (short, long term for both printed and digital promotion)	ToS/WC	May 23	$0
		Develop plan for capturing images, videos, drone, including locations, time of day, model requirements, etc.	ToS/WC	May 23	$0
		Outsource videographers, drone operators, photographers to fulfill	ToS	May 23	$15,000
		Outsource professional writer (tourism experience) for written content	ToS	May 23	$5,000
	Website	Develop plan for new consumer website (use best practices of other destinations)	ToS/WC	May 23	$0
		Outsource and build the consumer tourism website	ToS/WC	June 23	$20,000

		THC has a list of marketing/web companies who understand tourism and can connect to the PNB brand			
		Soft launch new website	ToS/WC	Nov 23	
		Evaluate, adjust and continually update content	ToS	Ongoing	
	Social	This could be outsourced if/once funds permit or new hire to manage			
		Using assets created above, utilize social to promote			
		Develop a quarterly social media plan	ToS/WC	Quarterly	$0
		Schedule posts to avoid gaps	ToS	Ongoing	$0
		Share operator content	ToS	Ongoing	$0
		Regular real-time posts (dedicated social content responsibility, planned takeovers)	ToS	Ongoing	$0
		Targeted paid advertising as per guest profiles	ToS	Ongoing	$0
	THC Website	Connect with THC expert to fully understand opportunities for the community	ToS	Feb 23	$0
		Review & update imagery, ensure video is representative of current season	ToS	Feb 23	$0
		Hyperlink on Sussex profile to operator listings	ToS	Feb 23	$0
		Add listings for suggested tours (walking, hiking, ATV)	ToS	Aug 23	$0
	Applications move this to deliverable Driftscape	add tours, demonstrate how the businesses can be connected	ToS	Aug 23	$0
		add events, big and small	ToS	Ongoing	$0
					$296,000

Note: Budgets are approximate and meant to indicate the totality of the overall project $0 budgets do not reflect the human capacity required to deliver

Destination Canada	https://www.destinationcanada.com/en
Tourism Industry Association of Canada	https://tiac-aitc.ca/
Tourism, Heritage & Culture, NB	https://tourismnewbrunswick.info/welcome/
Tourism Industry Association of NB	https://tianb.com/
Gros Morne Institute for Sustainable Tourism	https://gmist.ca/

Storytelling: the people, animals, makers, artists, historical, producers, artists, farmers, brewers, experts, etc.

MENTORING

A key component of the DMR (and AMR) program is a mentoring component which happens twice over a twelve-month period, typically around the 6- and 12-month mark post delivery of final action plans. This can be adjusted to align with the proposed timelines of the deliverables. Based on the Action Plan for the Town of Sussex the first check in is proposed for May 2023. This will involve a review of the Action Plan focusing on progress, barriers, additional opportunities uncovered along with any challenges faced. This session will happen with the Working Committee and Gail Bremner and will be completed virtually.

At the conclusion of this session, the timeframe will be chosen for the final mentoring session, likely November 2023.

It is important if a major barrier is encountered prior to May 2023 that the Town of Sussex, or designate, reaches out to Bremner & Associates.

Appendices

Guest Profile Travel Motivators

LEGEND

Yes = above average **Average – Closer to a Yes** **Average – Average**
Average – Closer to a No **No = Below Average**

Travel Motivators												
	GROUP 7 (AC)		GROUP 3 (AC)		GROUP 2 (AC)		GROUP 4 (AC)		GROUP 3 (ON)		GROUP 1 (QC)	
	%	Above	%	Above	%	Above	%	Above	%	Above	%	Above
SELF GUIDED DRIVING TOURS OR ROAD TRIPS	32-37%	Average	31-42.5%	Yes	33-44%	Yes	26-35.5%	Average	35-44%	Yes	28.5-31%	Yes
EXPLORING PLACES MOST TOURISTS WONT GO	23-25%	Average	23-27%	Average	20-23%	Average	24.5-27%	Average	23-26%	Average	19-23%	Average
TRAVEL TO REMOTE PLACES	19-24%	Average	19-20%	Average	18-20%	Average	18-25%	Average	18-23%	Average	16.5-19%	Average
OUTDOOR ACTIVITIES												
NATURAL ATTRACTIONS (MOUNTAINS/WATERFALLS)	53-57%	Average	59.5-60%	Average	56.5-59%	Average	54.5-59%	Average	60%	Yes	47-53%	Average
BEACHES												
Oceanside Beaches	50-51%	Average	58%	Yes	53.5-54.5%	Average	50.5-55%	Average	60%	Yes	59%	Yes
Lakeside Beaches	43-45%	Average	45-48.5%	Average	43-44%	Average	44.5-46%	Average	49%	Average	46%	Yes
Land-Based Soft Adventures												
Hiking or Walking in Nature	49-52%	Average	56%	Average	51-55%	Average	48.5-58%	Average	56-57%	Average	53-58%	Average
Hiking or Backpacking	35.50%	Average	36%	Average	35.50%	Average	39%	Average	37%	Yes	52.50%	Average
Guided Nature Tours	14-17%	No	16.5-19%	Average	16-17%	Average	17-20%	Average	18-20%	Average	20-23%	Average
Ziplining	14-17%	Average	13-16%	No	14-14.5%	No	17-21%	Yes	17-21%	Yes	9-15%	Yes
Casual Biking	11.5-15%	No	18-22%	Yes	12-14%	No	17-21%	Average	14.5-17%	No	21-22%	Average
Mountain Biking	7.5-9%	No	9.5-11%	Average	5.5-7%	No	11-15.5%	Yes	8-10%	Average	7-8%	Average
Road Cycling	6-7.5%	No	10-11%	Average	6-7%	No	10.5-13%	Average	7.5-8%	No	17-19.5%	Yes
WILDLIFE VIEWING	44.5-48%	Yes	44-45.5%	Average	43.5-48%	Yes	43-44%	Average	45-46%	Yes	32-35%	Average
Whale Watching	17%	Yes	11%	No	13%	Average	13%	Average	5%	Average	7%	Average
Bird Watching	12%	Average	15%	Average	13%	Average	14%	Average	13%	Average	10.50%	Average
NATIONAL, PROVINCIAL OR NATURE PARKS	43-45%	Average	44.5-47%	Average	46.5-47%	Average	45-51.5%	Average	48-49%	Average	47.5-51%	Average

CAMPING	35-39%	Yes	25-29%	No	33-39%	Yes	30-38.5%	Average	35-40%	Yes	23-26.5%	Average
% of bookings in NB Prov Parks sold to this group	16-24%	No	8-13.5%	Yes	32%	Yes	4-7%	Average	23%	Yes	41%	Yes
% of bookings in NB Fed Parks sold to this group	10-20%	No	7.5-25%	Yes	21-31.5%	Yes	3-9%	Yes	20%	Yes	38-40%	Yes
Renting a RV	7-10%	Average	7-8%	Average	8-10%	Average	7-11%	Average	9-11.5%	Yes	6.5-8.5%	Yes
FISHING OR HUNTING	19-22%	Yes	13-15%	No	17-19%	Yes	14.5-17%	Average	15-18%	Average	14-16%	Average
WATER-BASED SOFT ADVENTURE												
Kayak, Canoe, SUO	20.5-22%	Average	24.5-27%	Average	20-22%	No	23.5-28%	Yes	23-29%	Yes	18-22%	Average
Guided Boat Tours	16-19.5%	Average	16-20%	Average	15-18%	Average	15-19%	Average	17-21%	Yes	19-24%	Average
Powerboat & Jet Skiing	15%	Average	14%	Average	15%	Average	11%	No	13%	Yes	18%	Yes
GOLF	12-15%	Average	19-21%	Yes	15-17%	Yes	12-15.5%	Average	17-19%	Yes	14-15%	Yes
CITY ACTIVITIES LOCAL FOOD / CUISINE												
Trying local food and drink	54-58%	Average	58-65.5%	Yes	55-59%	Average	53-60%	Average	54-65%	Average	41-46%	Average
Breweries or Wineries	29-31.5%	Average	37-42%	Yes	30-32%	Average	33-34.5%	Average	35-37%	Yes	33.5-35%	Yes
Fine Dining	27-29%	No	32-38%	Yes	25-30%	Average	32-34%	Average	26-28.5%	No	39-45%	Yes
Agricultural or Country Farm Tours	11.5-13%	Yes	7.5-8%	No	10-12.5%	Average	8.5-11%	Average	9-10%	No	7-9%	No
Culinary Tours or Cooking Classes	11-12%	No	14-15%	Average	10-11.5%	No	13.5-14.5%	Average	12%	Average	11-18%	Average
HISTORY & CULTURE												
Historical, Archaeological or World Heritage Sites	38-42%	Average	43-44%	Yes	37-43%	Average	38.5-41%	Average	41-43%	Average	38-42.5%	Average
Art Galleries & Museums	27.5-28%	No	35-37.5%	Yes	28-30%	Average	32-37%	Average	29.5-30%	Average	31-37%	Average
Historical Sites (past year)	17%	Average	20%	Average	17.50%	Average	22%	Yes	22%	No	37%	Average
Indigenous Culture	21-22%	Average	18.5-21%	Average	17-22%	Average	19.5-23%	Average	20-21%	Average	15.5-25.5%	Average
Art Galleries & Museums or Science Centres (past year)	18%	Average	19%	Average	17%	Average	20%	Yes	27%	Average	27%	Average
Major Theatres/halls/ auditoriums (past year)	10%	Average	11%	Average	11%	Average	9.50%	Average	27%	Average	24%	Average
Ballet, Opera, Symphony (past year)	6.50%	Yes	5.50%	Average	5%	Average	3%	No	7%	No	7%	No
FESTIVALS AND/OR EVENTS												
Food & Drink Festival or Events	34-36%	Average	35-38%	Average	31.5-33%	Average	35-39.5%	Average	40%	Yes	23%	Average

Live Shows	28-34%	Average	32-38%	Yes	32-35%	Average	28-36.5%	Average	35-36%	Yes	29.5-31%	Average
Cultural or Traditional Festivals	26-29%	Average	29-31.5%	Average	23-28%	Average	29.5-31%	Average	29%	Average	21%	No
Music Festivals	25%	Average	21.5-23%	Average	22-25%	Average	23-28%	Average	26-27%	Average	23%	Average
Sporting Events	19-21%	Average	23-25%	Yes	21-22%	Average	19-23%	Average	24-25.5%	Yes	15-16%	Yes
Comedy Festivals	13-15.5%	Average	11-13%	No	12-13%	No	14%	Average	13.5-17%	Yes	14-16%	Average
Movie Festivals	8-9%	Average	8-9%	No	7-8%	No	10-13%	Yes	7-8%	No	5-6%	No
URBAN EXPERIENCES												
Shopping for Souvenirs	31-38.5%	Average	29-37%	Average	30-37%	Average	29.5-40%	Average	29.5-38%	Average	25-26%	Average
Green spaces such as Parks or Gardens	28.5-34%	No	36-41%	Average	29.5-35%	Average	33-43.5%	Average	33-38%	Average	35-38%	Average
Shopping for Clothes and Shoes	28-32%	Average	27-34%	Average	29-34.5%	Yes	28-36%	Average	27-35%	Average	13-23%	Average
Amusement or Theme Parks	22.5-27.5%	Average	20-28%	No	24.5-25%	Average	25-33%	Average	28-32%	Yes	29-32%	Yes
Guided City Tours	19-23%	No	26-31.5%	Yes	20-23%	Average	23-29%	Average	23-26%	Average	31-34%	Average
Nightlife	14.5-16.5%	No	13.5-18%	No	11-16%	No	18-23%	Yes	15-19%	Average	12-13.5%	No
Spas or Wellness Centres	14-16%	No	16.5-19%	Average	15-17%	No	17.5-22%	Average	17.5-18%	Average	20-26%	Average
Exhibitions, Carnivals, Fairs, Markets (past year)	10%	Average	25%	Average	9%	Average	7%	No	32.50%	Average	23%	Average
Zoos, Aquariums (past year)	10%	Average	10%	Average	10%	Average	10.50%	Average	18%	No	19%	Yes
Video Arcade or Indoor Amusement Centres (past year)	4%	Average	3.50%	No	4%	Average	3%	No	10%	Average	7%	Average
PHOTOGRAPHY	32%	Average	31.50%	Average	29%	Average	33%	Average	32%	Average	24%	Average
ACCOMMODATIONS												
Hotel	43%		49%		47%		49%		52%		57%	
Friends or Relatives	31%		36%		34%		36.50%		31%		26%	
All-inclusive resort	19%		17.50%		20%		17%		26%		20%	
Motel	19%		15%		19%		16%		13%		16%	
Vacation rental by owner	17.50%		21%		18%		24%		18%		11%	
Camping	15%		16%		17%		17%		18%		24%	
Cottage	12%		16%		14%		16%		22%		16%	
Cruise Ship	10%		9%		9.50%		9%		10%		7%	
Bed & Breakfast	10%		13%		12%		15%		12%		8%	
Condo/Apartment	9%		8%		7.50%		8%		10%		10%	

RV / Camper	7%		7%		6.50%		6%		8%		8%	
Package Tours	3.50%		3%		3%		3%		4%		5%	
Boat	2.50%		3%		3%		2%		3%		2%	
Spa Resort	2%		2%		2%		3%		3%		7%	

OPERATOR	SEASONALITY	OUTDOOR AND ADVENTURE	ATTRACTION	FOOD AND BEVERAGE	GALLERY/RETAIL/SOUVENIR	HERITAGE AND CULTURE	COMMUNITY-BASED ORGANIZATIONS	ACCOMMODATIONS	CAMPGROUND	TRAIL - SELF PROPELLED	TRAIL - MOTORIZED	AGRICULTURAL	WORKSHOPS/PROGRAMMING/TOURS	VENUE	FESTIVAL - EVENT	OWNER/OPERATOR
8th Hussars Museum	*Peak Season*		1			1										*Tom McLaughlin*
8th Hussars Sports Centre	*Year-Round*		1											1		*Town of Sussex*
Adair's Wilderness Lodge	*Year-Round*	1		1				1		1	1			1		*Larry Adair*
Adolph's Butcher Shop	*Year-Round*				1							1				*Adolf Giermindl*
Adventure Base Camp	*Year-Round*							1								
Agricultural Museum Of New Brunswick	*Peak Season*		1			1						1		1		*Bill Anderson*
All Seasons Inn & Restaurant	*Year-Round*			1				1						1		*Burke Long*
Amphitheatre Trail	*Year-Round*	1								1	1					
Amsterdam Inn & Suites	*Year-Round*							1						1		*John Dewinter*
Animaland Camping and Park	*Peak Season*		1						1							*Ulric Fournier*
Armadale Farm Cheese Shoppe	*Year-Round*				1							1				*Hetty and Ian Smyth*
Atlantic Balloon Fiesta	*September*		1												1	*Debbie Harris*
AX Art Centre	*Year-Round*				1								1	1		*Jane Simpson*
Benson Athletic Complex	*Year-Round*						1							1		*Kingswood University*
Brooks BnB	*Year-Round*							1								*Thon Reid*
Cave View Cottage	*Year-Round*							1								*Becky Kunze Car*
Cobblers Lane Fudge Factory	*Year-Round*			1	1											*Andrew & Saundra Smith*
Corn maze (by Frenchy's)	*Peak season*		1									1				*John Maurer*

Cotter Hollow	Year-Round	1								1						
Covered Bridge Inn & Suites	Year-Round				1			1								Doug & Louise Cosman
Crystal Shop & Clothing Boutique	Year Round															Mike Borgh
Ever'Grow Farm	Year-Round				1							1				Calvin Weber
Fairway Inn	Year-Round							1						1		Young Joo Jung
Friar's Nose	Peak Season	1								1	1					Tourism, Heritage & culture / GNB
Giermindl Farm	Year-Round											1				Adolf & Olga Giermindl
Hans Lammens Tennis Centre	April-November													1		Town of Sussex/ Sussex Tennis Ass. (Ted Robertson)
JJ's Diner	Year-Round			1												Young Joo Jung
Knocks Café	Year-Round			1												Ruth McEachern
Kwan's Cantonese	Year-Round			1												Paul Kwan
Leaf Sweets Urban Farm	Year-Round				1							1				
Legacy Lane Yarn	Year-Round				1								1			Alyson Brown
Lost in Spruce (opening 2023)								1				1				Gemma Pearce
Mrs. Dunsters	Year-Round			1	1											Blair Hyslop
Multicultural Association of Sussex	Year-Round						1									Chelsie Nightingale
New accommodation near Poley								1								Development Phase
Nutrien Civic Centre	Year-Round		1											1		Max McKnight
O'Connell Park	May-October		1													Town of Sussex
Old Bavarian Restaurant	Year-Round			1												Giermindl (Claudia)
Outdoor Elements	Year-Round	1			1								1			John McNair
Pearson's Corner Market	Seasonal			1	1							1				
Picadilly Coffee Roaster	Year-Round			1	1											Elissa Colpitts
Poley Mountain Ski Resort	Year-Round	1	1	1	1					1	1		1	1		Jamie Hare
Princess Louise Park	Year-Round	1	1													Town of Sussex
Princess Louise Park Showcentre	April-November		1			1	1					1		1		PLP Board
Rotary Amphitheatre	Year-Round		1											1		Town of Sussex
Roxie's (food truck by Frenchy's)				1												Don Carey
Stoke Resorts								1								Mario & Marcel Leblanc
Sully's Ice Cream Parlour	Peak Season			1												Ryan Sullivan
Sushi Jo	Year-Round			1												Giyeon Yi
Sussex Ale Works	Year-Round			1	1											Rick Lockhart
Sussex Area Community Foundation Inc.	Year-Round						1									Kathleen Davidson
Sussex Area Trail Association	Year-Round						1									John McNair

Sussex Bark Park	*Year-Round*		1													*Town of Sussex*
Sussex Craft Distillery	*Year-Round*			1	1											*John Dunfield*
Sussex Disc Golf Course	*Year-Round*	1	1													*Town of Sussex/ Sussex Disc Golf Ass. (Mike Borgh)*
Sussex Elementary School	*September-June*						1							1		*ASDS-S (Doug Bobbitt)*
Sussex Flea Market	*August*		1												1	*Paul Morrison*
Sussex Golf & Curling Club	*Year-Round*	1	1	1										1		*Frank McShane*
Sussex Ice Cream	*Year-Round*			1												*Dave Freeze*
Sussex KOA Campground and Drive-In	*Peak Season*		1	1	1				1	1						*Tina & Don Monahan*
Sussex Middle School	*September-June*						1							1		*ASDS-S (Robin Baird)*
Sussex regional High School	*September-June*						1							1		*ASDS-S (Lauri-Ann Lauridsen)*
Sussex Walking Trail	*Year-Round*									1						*Town of Sussex*
Taste and See	*Year-Round*			1												*Janice Gillies & Joanne Barton*
The Abbey						1										
The Amphitheatre	*Year-Round*	1								1	1					
The Country Butcher	*Year-Round*			1	1											*Bryce Anderson*
The Country Home Bakery	*Year-Round*			1	1											*Uwe Fiehn*
The Gale's Cottage Style Apartments	*Peak Season*							1								*Terry Gale*
The Soap Works (Elysian Natural Soap)	*Year-Round*				1											*Ann Ophaug*
Thomas Keltie Memorial Ball Field and Park	*Year-Round*						1									*Village of Sussex Corner*
Timberland Motel & Restaurant	*Year-Round*			1				1						1		*Cathy MacIntyre*
Tiny House	*Year-Round*							1								
Trout Creek No. 4 (Urney)	*Year-Round*	1				1				1	1					*Elana Kelly*
Trout Creek No. 5 (Moores Mills)	*Year-Round*	1				1				1	1					*Elana Kelly*
Village of Sussex Corner							1									*Wayne Wilkins*
Total		12	17	23	18	6	10	14	2	11	8	10	4	18	2	

ATLANTIC PROFILE - GROUP 7

TOTAL POPULATION: 763,213 **HOUSEHOLDS:** 341,379 **% OF HOUSEHOLDS IN ATLANTIC CANADA:** 33%

SEGMENT 49 – BACKCOUNTRY BOOMERS ACCOUNT FOR 45% OF HOUSEHOLDS IN THIS GROUP.
SEGMENT 58 – OLD TOWN ROADS ACCOUNTS FOR 19%.
SEGMENT 62 – SUBURBAN RECLINERS ACCOUNTS FOR 13%

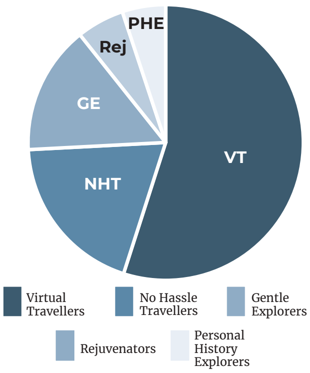
TOP PRIZM SEGMENTS* :

WHERE DO THEY LIVE?

- Halifax - NS
- **Cape Breton - NS**
- Saint John - NB
- Moncton - NB
- **Colchester, Subd B - NS**
- **Kings, Subd A - NS**
- **Lunenburg - NS**
- **Queens - NS**
- **Clare - NS**
- **Miramichi - NB**

*** More likely to find Group 7 in areas listed in bold .

EXPLORER QUOTIENT TYPE (EQ TYPE)



VIRTUAL TRAVELLERS

- Virtual Travellers are highly reluctant travellers who travel only when they must, and typically just to visit friends or relatives.
- For Virtual Travellers, travelling is a chore, not an experience to be enjoyed.
- They are fearful of change and complexity in their lives and like to maintain control when travelling.
- They are highly unlikely to venture far from home.

DEMOGRAPHICS

AGE OF MAINTAINER: 55+ years old (median age 59)

SIZE: Mainly 1-2 people (about 35% are households with children at home – children's age tends to be over 10 years old)

MARITAL STATUS: Majority are married or living with a common-law partner; they are also more likely than average to be widowed.

TYPES: Majority are family households.

AVERAGE INCOME: $79,934

DWELLING CHARACTERISTICS: Over three-quarters are owners and live mainly in single detached houses. More likely than average to be living in dwellings that were built before 1961 and the majority live in dwellings built before 1980.

EDUCATION: Most have either a High School Diploma, College Diploma or no Certificate or Diploma

EMPLOYED: Yes, just over 50% are still in the labour force, mainly in sales and service, trades and transport, business, finance, administration, education, government, religion, social.

COMMUTING: They commute by car mainly as drivers.

LANGUAGES: Almost 90% know English only, just over 10% know both English and French. They identify their mother tongue as mainly English, followed by French coming in second at well below average rates.

DIVERSITY: Almost exclusively non-immigrant population, born in province. This is not a diverse group even by Atlantic Canada standards with less then 3% belonging to a visible minority group with the main ones being Black, South Asian, and Chinese.

Last update: June 30, 2022 Compared to the population of Atlantic Canada - Above Average / Below Average

SOCIAL VALUES

ATLANTIC CANADA IS A DISTINCT MARKET WITHIN CANADA
Here are the top 5 strongest and weakest social values that are predominant in Atlantic Canada compared to the rest of Canada.

STRONG VALUES
Attraction to Nature
Utilitarian Consumerism
Financial Concern Regarding the Future
Confidence in Small Business
Emotional Control

WEAK VALUES
Attraction for Crowds
Ostentatious Consumption
Status via Home
Pursuit of Novelty
Penchant for Risk

WHAT MAKES THIS GROUP DIFFERENT WITHIN ATLANTIC CANADA:

- They believe in caring for others before themselves (*Duty*), even though they're worried that their finances will worsen in the coming years (*Financial Concern Regarding the Future*).
- Protective of their communities, they tend to prioritize protection of the environment over economic advancement (*Primacy of Environmental Protection*)
- Frugal and informed consumers, they are guided less by their emotions and feelings than by reason and logic (*Discriminating Consumerism, Emotional Control)*. They tend to be practical in their purchase decisions, they purchase based on function rather than aesthetic considerations (*Utilitarian Consumerism*).

STRONG VALUES		
Emotional Control	Utilitarian Consumerism	Financial Concern Regarding the Future
Attraction to Nature	Primacy of Environmental Protection	Religiosity
Discriminating Consumerism	Duty	Multiculturalism

WEAK VALUES		
Attraction for Crowds	Equal Relationship with Youth	Penchant for Risk

Social Values Glossary

ONLINE BEHAVIOUR

On social media they are more spectators than active posters, you will find them on Facebook, YouTube, and Pinterest.

DO THEY LOOK FOR TRAVEL INSPIRATION ONLINE? They look for coupons and read reviews for restaurants online at above average rates. They research and compare products and prices at slightly below average rates. They seem to be accessing travel content online at average to below average rates.

ARE THEY RESPONSIVE TO ADS/BRANDS? They click on ads and use social media at average rates. They follow brands on Facebook at average rates, they watch videos on YouTube and listen to music on streaming services at average rates.

DO THEY PURCHASE ONLINE? They purchase online at average rates.

TRAVEL MOTIVATORS

	%	ABOVE AVERAGE?*	NOTES
SELF-GUIDED DRIVING TOURS OR ROAD TRIPS	32-37%	Average	
EXPLORING PLACES MOST TOURISTS WON'T GO	23-25%	Average	
TRAVEL TO REMOTE DESTINATIONS	19-24%	Moyen	
OUTDOOR ACTIVITIES			
NATURAL ATTRACTIONS (LIKE MOUNTAINS OR WATERFALLS)	53-57%	Average	
BEACHES			
Oceanside Beaches	50-51%	Average	
Lakeside Beaches	43-45%	Average	
LAND-BASED SOFT ADVENTURES			
Hiking or Walking in Nature	49-52%	Average	
Hiking or Backpacking (participated occasionally/regularly)	35.5%	Average	
Guided Nature Tours	14-17%	No	
Ziplining	14-17%	Average	
Casual Biking	11.5-15%	No	
***LEGEND:** Yes = Above average	Average = Closer to a Yes	Average = Average	Average = Closer to a No; No = Below Average

Last update: June 30, 2022 Compared to the population of Atlantic Canada - Above Average / Below Average

Mountain Biking	7.5-9%	No	
Road Cycling	6-7.5%	No	
WILDLIFE VIEWING	44.5-48%	Yes	
Whale Watching (participated occasionally/regularly)	17%	Yes	This group has the strongest interest in this activity.
Bird Watching	12%	Average	
NATIONAL, PROVINCIAL OR NATURE PARKS	43-45%	Average	
CAMPING	35-39%	Yes	As a group, they seem to like camping even if we don't see them as much as we would expect in our Provincial Parks.
% of Camping reservations in New Brunswick Provincial Parks sold to this group	16-24%	No	One of the biggest groups in Atlantic Canada population wise, 3% of households in this group camp in New Brunswick provincial parks every year. They may not be the easiest group to focus on to grow visitation, but they are still very much present and have stayed over 19,000 times in provincial park campgrounds since 2015.
% of Camping reservations in New Brunswick National Parks sold to this group	10-20%	No	This group is responsible for 10 to 20% of reservations in New Brunswick national parks every year. They have stayed over 2,400 times in Fundy and Kouchibouguac campgrounds in 2021. Visitors from this group are more as likely to be found in Fundy than in Kouchibouguac.
Renting a Recreational Vehicle (RV)	7-10%	Average	
FISHING OR HUNTING	19-22%	Yes	This group has a very strong interest in hunting and fishing. It is responsible for over 27% of hunting and 26% of fishing licences sold to New Brunswick residents in 2021.
WATER-BASED SOFT ADVENTURES			
Kayak, Canoeing or Stand-Up Paddle Board	20.5-22%	Average	
Guided Boat Tours	16-19.5%	Average	
Powerboat & Jet Skiing (participated occasionally/regularly)	15%	Average	
GOLF	12-15%	Average	
CITY ACTIVITIES			
LOCAL FOOD / CUISINE			
Trying Local Food and Drink	54-58%	Average	
Breweries or Wineries	29-31.5%	Average	
Fine Dining	27-29%	No	
Agricultural or Country Farm Tours	11.5-13%	Yes	This group has the strongest interest in this activity.
Culinary Tours or Cooking Classes	11-12%	No	
HISTORY & CULTURE			
Historical, Archaeological or World Heritage Sites	38-42%	Average	
Art Galleries & Museums	27.5-28%	No	
Historical Sites (visited in the past year)	17%	Average	
Indigenous Culture	21-22%	Average	
Art Galleries, Museums or Science Centers (visited in the past year)	18%	Average	
Major theatres/halls/auditoriums (visited in the past year)	10%	Average	
Ballet, Opera, Symphony (visited in the past year)	6.5%	Yes	
FESTIVALS AND/OR EVENTS			
Food and Drink Festival or Event	34-36%	Average	
Live Shows	28-34%	Average	
Cultural or Traditional Festivals	26-29%	Average	
Music Festivals	25%	Average	
Sporting Events	19-21%	Average	

***LEGEND:** Yes = Above average Average = Closer to a Yes Average = Average Average = Closer to a No No = Below Average

Last update: June 30, 2022 Compared to the population of Atlantic Canada - Above Average / Below Average

Comedy Festivals	13-15.5%	Average	
Movie Festivals	8-9%	Average	
URBAN EXPERIENCES			
Shopping for Souvenirs	31-38.5%	Average	
Green Spaces such as Parks or Gardens	28.5-34%	No	
Shopping for Clothes and Shoes	28-32%	Average	
Amusement or Theme Parks	22.5-27.5%	Average	
Guided City Tours	19-23%	No	
Nightlife	14.5-16.5%	No	
Spas or Wellness Centres	14-16%	No	
Exhibitions, Carnivals, Fairs, Markets (visited in the past year)	10%	Average	
Zoos, Aquariums (visited in the past year)	10%	Average	
Video Arcades or Indoor Amusement Centres (visited in the past year)	4%	Average	
PHOTOGRAPHY	**32%**	Average	

***LEGEND:** Yes = Above average Average = Closer to a Yes Average = Average Average = Closer to a No No = Below Average

MEDIA USAGE

RADIO	TELEVISION	NEWSPAPER	MAGAZINE	INTERNET
15 hours/week	23 hours/week	1 hour/week	7 minutes/day	3.7 hours/day
TOP RADIO: News/Talk Hot Adult Contemporary Adult Contemporary Today's Country Classic Rock Classic Hits Classic Country	**TOP TELEVISION:** Movies Evening local news Primetime serial dramas News/current affairs Suspense/Crime series Documentary Home renovation shows	**TOP NEWSPAPER:** National News Local & Regional News International News & World Editorials Movie & Entertainment Business Financial Sports	**TOP MAGAZINES:** Other English-Canadian CAA Magazine Canadian Geographic Canadian Living Maclean's National Geographic Reader's Digest	**TOP INTERNET:** Send or Receive email Send or receive a text/IM Participate in Social Media Banking/Pay bills Take pictures/video Use apps Maps/directions service

SOCIAL MEDIA

	WHAT THEY DO	WHAT THEY DON'T DO
FACEBOOK 87% Currently Use	1. Read news feed "About once per day or more" 2. Comment/Like other users' posts "About once per day or more" 3. Post photos "About once per month" 4. Use Messenger "About once per day or more" 5. Update their status "About once per month" 6. Like or become a fan of a page created by a brand, company, or organization "About once per month"	1. Create a Facebook fundraiser 2. Give to a Facebook fundraiser 3. Create a Facebook group or fan page for a company, cause, event, or organization 4. Post videos 5. Click on an ad 6. Watch live videos
YOUTUBE 65% Currently Use	1. Watch videos "Once per day or more", "A few times per week" or "A few times per month" 2. Watch live videos "About once per month" 3. Leave a comment on a video or post a response video "About once per month" 4. Like or dislike videos "About once per month" 5. Share videos "About once per month"	1. Embed a video on a web page or blog 2. "Create and post" a video 3. Click on an ad 4. Share videos 5. Leave a comment on a video or post a response video

Last update: June 30, 2022 Compared to the population of Atlantic Canada - Above Average / Below Average

PINTEREST 32% Currently Use		
INSTAGRAM 29% Currently Use	1. Post photos/videos "About once per month" 2. View photos/videos "Several times per day", "Once per day" or "A few times per week" 3. Comment on photos/videos "About once per month" 4. Like photos/videos "A few times per week" 5. Watch live videos "A few times per week"	1. Watch IGTV videos 2. Click on ads 3. View a brand's page 4. Watch live videos 5. Post photos/videos 6. Send direct messages
LINKEDIN 28% Currently Use	1. Update profile information "About once per month" 2. Search and review other profiles "About once per month" 3. Create a connection "About once per month" 4. Read their newsfeed "About once per month"	1. Participate in LinkedIn forums 2. Post an article, video, or picture 3. Request a recommendation 4. Click on an ad 5. Join a LinkedIn group 6. Comment on content
TWITTER 25% Currently Use	1. Read tweets "About once per day or more" 2. Actively follow new users "About once per month" 3. Tweet "About once per month" 4. Follow users who follow you "About once per month" 5. Respond to tweets "About once per month"	1. Click on an ad 2. Watch live videos 3. Send or Receive direct messages 4. Share a link to a blog post, news article or item of interest 5. Respond to tweets 6. Retweet
WHATSAPP 15% Currently Use	1. Send or receive messages "About once per month", "Several times per day" or "A few times per week" 2. Use voice calls "About once per month" 3. Send or receive images "A few times per week"	1. Send or receive documents or files 2. Use voice calls 3. Use group chats
AUDIO PODCASTS 14% Currently Use	1. Subscribe to a "comedy" podcast "A few times per month"	1. Subscribe to a "sports", "technology", "business", "news" or "educational" podcast 2. Listen to "sports", "technology focused", "business", "comedy" or "news" podcasts
SNAPCHAT 10% Currently Use	1. Receive photos/videos "A few times per week or more" or "Once to a few times per month" 2. Send photos/videos "A few times per week or more" or "Once to a few times per month" 3. Send direct text messages "A few times per week or more" 4. Use filters and effects "A few times per week or more"	1. View ads 2. View brand's snaps 3. Use video chat 4. Use group chat 5. Read Snapchat discover/News
BLOGS 8% Currently Use	1. Comment on articles or blogs "A few times per year" or "A few times per month" 2. Read blogs "A few times per year", "A few times per month" or "About once per month"	1. Publish blog, Tumblr or online journal 2. Comment on articles or blogs 3. Read blogs
TIKTOK 5% Currently Use		
REDDIT 5% Currently Use	1. Follow specific Subreddits "A few times per month or more" 2. Vote on content "A few times per month or more" 3. View content "About once per month"	1. Post content 2. Vote on content 3. Follow specific Subreddits

Last update: June 30, 2022

Compared to the population of Atlantic Canada - Above Average / Below Average

WHERE DO THEY GO ON VACATION?

TOP CANADIAN DESTINATIONS VISITED (PAST 3 YEARS)

1. Nova Scotia
    a. Other Nova Scotia
    b. Cape Breton Island
2. New Brunswick
3. Prince Edward Island
4. Newfoundland & Labrador
5. Ontario
    a. Toronto
    b. Other Ontario
    c. Ottawa
6. Alberta
    a. Calgary
    b. Other Alberta

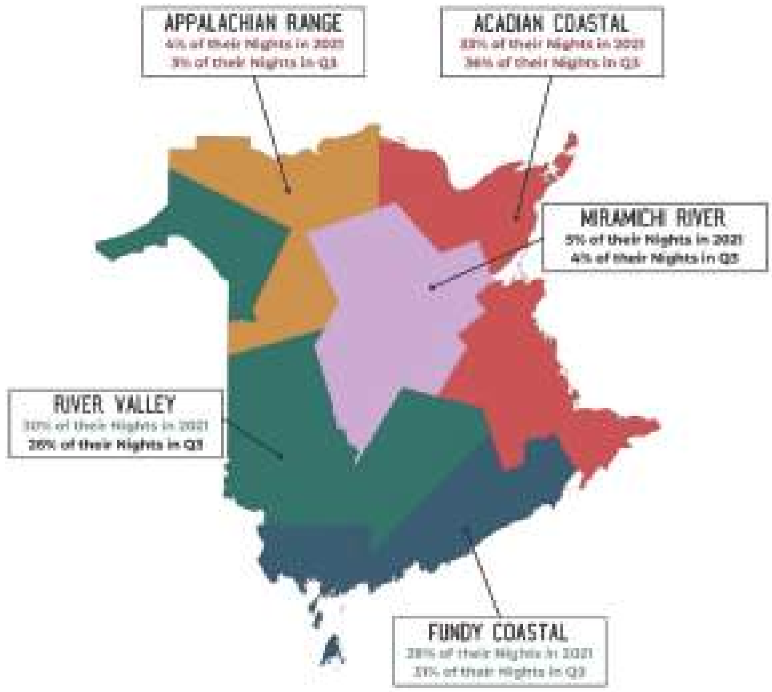
WHEN THEY TRAVEL IN NEW BRUNSWICK, WHERE DO THEY SPEND THEIR NIGHTS?

TRAVEL IN NEW BRUNSWICK:

- Over the last 3 years visitors from this group have spent over 4 million nights in our province, that's 26% of all nights spent by the Atlantic provinces.

- This group is more likely then average to be found exploring the Fundy Coastal Region in the summer months with 31% of Q3 2021 nights spent in the region.

- Although below the provincial average, this group spent about a third of their nights in 2021 visiting the Acadian Coastal Region.



Q3 refers to the third quarter of the year (July, August, September)

Text in green indicates an above-average percentage, Text in red refers to a below-average percentage. Text in black is in-line with the regional average.

ACCOMMODATION TYPES

VACATION ACCOMMODATION TYPES (PAST 3 YEARS)

43% Hotel
31% Friends or Relatives
19% All-inclusive resort
19% Motel
17.5% Vacation rental by owner
15% Camping
12% Cottage

10% Cruise ship
10% Bed and Breakfast
9% Condo / Apartment
7% RV / Camper
3.5% Package Tours
2.5% Boat
2% Spa resort

ATLANTIC CANADA - WHERE ELSE DO THEY LIVE

	NEW BRUNSWICK	NOVA SCOTIA	PRINCE EDWARD ISLAND	NEWFOUNDLAND AND LABRADOR
TOTAL POPULATION	173,594	336,016	44,663	208,942
HOUSEHOLDS	79,487	152,136	18,346	91,410
% HOUSEHOLDS IN PROVINCE	24%	36%	28%	41%

NEW BRUNSWICK*	NOVA SCOTIA*	PRINCE EDWARD ISLAND*	NEWFOUNDLAND AND LABRADOR*
Saint John	Halifax	Summerside	Conception Bay South
Moncton	Cape Breton	Charlottetown	Grand Falls – Windsor
Miramichi	Kings Subdivision A	Montague	St. John's
Fredericton	Colchester Subdivision B	Kensington	Carbonear
Bathurst	Lunenburg	Lot 55	Marystown
Riverview	Queens	Lot 59	Corner Brook
Quispamsis	Clare	Lot 19	Bay Roberts
Dalhousie	Digby		Deer Lake
	Argyle		Stephenville
	Kings, Subdivision B		Gander

*Above/Below averages are calculated within each provincial population.

Last update: June 30, 2022

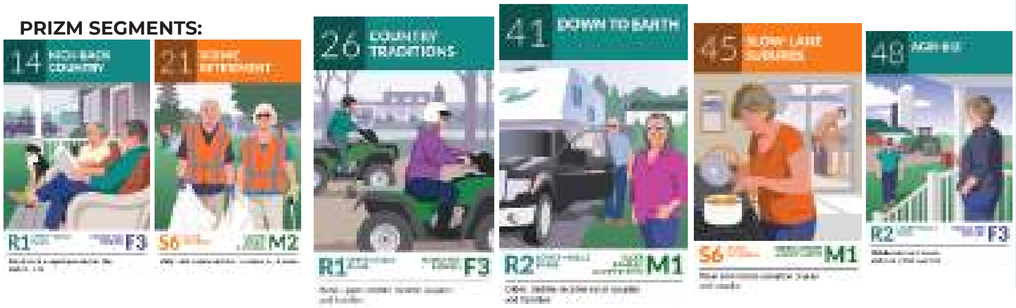
Compared to the population of Atlantic Canada - Above Average / Below Average

ATLANTIC PROFILE - GROUP 2

TOTAL POPULATION: 652,391 **HOUSEHOLDS:** 267,429 **% OF HOUSEHOLDS IN ATLANTIC CANADA:** 26%

SEGMENT 41 – DOWN TO EARTH ACCOUNTS FOR 44% OF HOUSEHOLDS IN THIS GROUP
SEGMENT 26 – COUNTRY TRADITIONS ACCOUNTS FOR 27%
SEGMENT 45 – SLOW-LANE SUBURBS ACCOUNTS FOR 14%

PRIZM SEGMENTS:

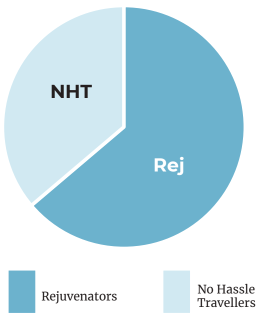


WHERE DO THEY LIVE?

- Halifax - NS
- **Cape Breton - NS**
- St. John's – NL
- Saint John - NB
- **Lunenburg - NS**
- **East Hants - NS**
- Fredericton - NB
- Moncton - NB
- **West Hants - NS**
- **Kings, Subd. A - NS**

*** More likely to find Group 2 in areas listed in bold.

EXPLORER QUOTIENT TYPE (EQ TYPE)



REJUVENATORS

- Rejuvenators are family-oriented people who travel with others to escape from the stresses of everyday life, be pampered, and indulge themselves.
- They are busy, family-oriented New Brunswick residents seeking a relaxing escape, typically within Canada and the US.
- They enjoy sharing travel with others (friends or family) and prefer it to be a time for understated indulgence and relaxation, away from their burdens and responsibilities at home.

NO HASSLE TRAVELLERS

- No-Hassle Travellers are cautious, dutiful, and reserved people who seek secure group travel that allows them to escape from the duties and obligations of everyday life.
- They are average Canadians leading busy lives, understated and cautious with spending money.
- They favour nature and worry-free vacations, but also enjoy the cultural highlights of their destinations.
- They prefer quiet weekend getaways close by.

DEMOGRAPHICS

AGE OF MAINTAINER: 45 to 74 years old (median age 57)

SIZE: Mainly 2+ people (39% are households with children at home – children's age ranges from 5 to 19 years old)

MARITAL STATUS: 62% are married or living with a common-law partner.

TYPES: About three-quarters are family households.

AVERAGE INCOME: $96,115

DWELLING CHARACTERISTICS: Over 80%, are owners living mainly in single-detached houses; they are more likely to be living in dwellings that were built before 1980.

EDUCATION: Most have either a High School Diploma, College Diploma or University Degree, they are also above average to have an Apprenticeship or Trades Certificate/Diploma

EMPLOYED: Yes, they are in the labour force 60%, mainly in sales and service, trades and transport, business, finance, administration, education, government, religion, social, management.

COMMUTING: They commute by car mainly as drivers.

LANGUAGES: Over 85% know English only, a little over 10% know both English and French. They identify their mother tongue as mainly English, followed by French coming in second at well below average rates. They report having a non-official language as their mother tongue at well below average rates with German, Arabic and Mandarin topping that list.

DIVERSITY: Almost exclusively non-immigrant population, born in province. This is not a diverse group, even by Atlantic Canadian standards, with less then 3% belonging to a visible minority group with the main ones being Black, Chinese and South Asian.

Last update : June 30, 2022 Compared to the population of Atlantic Canada - Above Average / Below Average

SOCIAL VALUES

ATLANTIC CANADA IS A DISTINCT MARKET WITHIN CANADA
Here are the top 5 strongest and weakest social values that are predominant in Atlantic Canada compared to the rest of Canada.

STRONG VALUES
Attraction to Nature
Utilitarian Consumerism
Financial Concern Regarding the Future
Confidence in Small Business
Emotional Control

WEAK VALUES
Attraction for Crowds
Ostentatious Consumption
Status via Home
Pursuit of Novelty
Penchant for Risk

WHAT MAKES THIS GROUP DIFFERENT WITHIN ATLANTIC CANADA:

- These are typical Atlantic Canadian families, between their work and family commitments, they sometimes express a *Need for Escape*, typically heading outdoors to commune with nature and reenergize (*Attraction to Nature*).
- As frugal and informed consumers, they tend to be practical in their purchase decisions, they purchase based on function rather than aesthetic considerations, they prefer to work with small businesses (*Discriminating Consumerism*, *Utilitarian Consumerism, Confidence in Small Business*).
- Guided less by their emotions and feelings than by reason and logic they strive to exert control over the direction of their own lives as much as possible (*Emotional Control*, *Personal Control*).
- They value organized religions and playing by the rules (*Religiosity, Obedience to Authority*).

STRONG VALUES		
National Pride	Personal Control	Discriminating Consumerism
Utilitarian Consumerism	Religiosity	Emotional Control
Attraction to Nature	Obedience to Authority	Need for Escape
Cultural Assimilation	Confidence in Small Business	Ecological Fatalism

WEAK VALUES		
Sexual Permissiveness	Personal Expression	Attraction for Crowds
Pursuit of Novelty	Confidence in Big Business	Religion a la Carte

Social Values Glossary

ONLINE BEHAVIOUR

On social media they are more a spectator than active posters, you will find them on Facebook, YouTube, and Pinterest.

DO THEY LOOK FOR TRAVEL INSPIRATION ONLINE? Being the discriminating consumers that they are they research, compare products and prices, look for coupons and read reviews online at above average rates. They access travel content online at above average rates.

ARE THEY RESPONSIVE TO ADS/BRANDS? They click on ads and use social media at average rates. They are not opposed to receiving relevant marketing messages on social media, they follow brands on Facebook, they watch videos on YouTube and listen to music on streaming services at average rates.

DO THEY PURCHASE ONLINE? Yes, they purchase online and more specifically travel content online at above average rates.

TRAVEL MOTIVATORS

	%	ABOVE AVERAGE?*	NOTES
SELF-GUIDED DRIVING TOURS OR ROAD TRIPS	33-44%	Yes	
EXPLORING PLACES MOST TOURISTS WON'T GO	20-23%	Average	
TRAVEL TO REMOTE DESTINATIONS	18-20%	Average	
OUTDOOR ACTIVITIES			
NATURAL ATTRACTIONS (LIKE MOUNTAINS OR WATERFALLS)	56.5-59%	Average	
BEACHES			
Oceanside Beaches	53.5-54.5%	Average	
Lakeside Beaches	43-44%	Average	
LAND-BASED SOFT ADVENTURES			
Hiking or Walking in Nature	51-55%	Average	
Hiking or Backpacking (participated occasionally/regularly)	35.5%	Average	
Guided Nature Tours	16-17%	Average	

***LEGEND:** Yes = Above average   Average = Closer to a Yes   Average = Average   Average = Closer to a No   No = Below Average

Last update: June 30, 2022   Compared to the population of Atlantic Canada - Above Average / Below Average

Ziplining	14-14.5%	No	
Casual Biking	12-14%	No	
Road Cycling	6-7%	No	
Mountain Biking	5.5-7%	No	
NATIONAL, PROVINCIAL OR NATURE PARKS	**46.5-47%**	Average	
WILDLIFE VIEWING	**43.5-48%**	Yes	
Bird Watching	13%	Average	
Whale Watching (participated occasionally/regularly)	13%	Average	
CAMPING	**33-39%**	Yes	This a strong camping group. They camp in general 47%, they rent RVs and also camp in our parks.
% of Camping reservations in New Brunswick Provincial Parks sold to this group	32%	Yes	7% of households in this group camp in New Brunswick provincial parks every year. They have stayed almost 33,000 times in provincial park campgrounds since 2015.
% of Camping reservations in New Brunswick National Parks sold to this group	21-31.5%	Yes	This group is responsible for 21 to 31.5% of reservations in New Brunswick national parks every year. They have stayed almost 5,500 times in Fundy and Kouchibouguac campgrounds in 2021. Visitors from Group 2 are more likely to be found in Fundy than in Kouchibouguac.
Renting a Recreational Vehicle (RV)	8-10%	Average	
WATER-BASED SOFT ADVENTURES			
Kayak, Canoe or Stand-Up Paddle Board	20-22%	No	
Guided Boat Tours	15-18%	Average	
Powerboat & Jet Skiing (participated occasionally/regularly)	15%	Average	
FISHING OR HUNTING	**17-19%**	Yes	This group is responsible for 27% of hunting and 30% of fishing licences sold to New Brunswick residents in 2021.
GOLF	**15-17%**	Yes	
CITY ACTIVITIES			
LOCAL FOOD / CUISINE			
Trying Local Food and Drink	55-59%	Average	
Breweries or Wineries	30-32%	Average	
Fine Dining	25-30%	Average	
Agricultural or Country Farm Tours	10-12.5%	Average	
Culinary Tours or Cooking Classes	10-11.5%	No	
HISTORY & CULTURE			
Historical, Archaeological or World Heritage Sites	37-43%	Average	
Art Galleries or Museums	28-30%	Average	
Indigenous Culture	17-22%	Average	
Historical Sites (visited in the past year)	17.5%	Average	
Art Galleries, Museums or Science Centers (visited in the past year)	17%	Average	
Major theatres/halls/auditoriums (visited in the past year)	11%	Average	
Ballet, Opera, Symphony (visited in the past year)	5%	Average	
FESTIVALS AND/OR EVENTS			
Live Shows	32-35%	Average	
Food and Drink Festival or Event	31.5-33%	Average	
Cultural or Traditional Festivals	23-28%	Average	
Music Festivals	22-25%	Average	
Sporting Events	21-22%	Average	
Comedy Festivals	12-13%	No	

***LEGEND:** Yes = Above average Average = Closer to a Yes Average = Average Average = Closer to a No No = Below Average

Last update: June 30, 2022 Compared to the population of Atlantic Canada - Above Average / Below Average

Movie Festivals	7-8%	No	
URBAN EXPERIENCES			
Shopping for Souvenirs	30-37%	Average	
Green Spaces such as Parks or Gardens	29.5-35%	Average	
Shopping for Clothes and Shoes	29-34.5%	Yes	
Amusement or Theme Parks	24.5-25%	Average	
Guided City Tours	20-23%	Average	
Spas or Wellness Centres	15-17%	No	
Nightlife	11-16%	No	
Zoos, Aquariums (visited in the past year)	10%	Average	
Exhibitions, Carnivals, Fairs, Markets (visited in the past year)	9%	Average	
Video Arcades or Indoor Amusement Centres (visited in the past year)	4%	Average	
PHOTOGRAPHY	**29%**	Average	
***LEGEND:** Yes = Above average Average = Closer to a Yes Average = Average Average = Closer to a No No = Below Average			

MEDIA USAGE

RADIO	TELEVISION	NEWSPAPER	MAGAZINE	INTERNET
15 hours/week	22 hours/week	1 hour/week	7 minutes/day	3.9 hours/day
TOP RADIO : News/Talk Hot Adult Comtemporary Today's Country Classic Hits Adult Comtemporary Classic Rock Classic Country	**TOP TELEVISION :** Movies Evening local news Primetime serial dramas News/current affairs Suspense/Crime Drama Documentary Home renovation shows	**TOP NEWSPAPER :** National News Local & Regional News International News & World Editorials Movie & Entertainment Health Sports	**TOP MAGAZINES :** Other English-Canadian Canadian Living CAA Magazine National Geographic Maclean's Reader's Digest Canadian Geographic	**TOP INTERNET :** Send or receive email Send or receive a text/IM Participate in Social Media Take pictures/video Banking/Pay bills Use maps/directions service Use apps

SOCIAL MEDIA

	WHAT THEY DO	WHAT THEY DON'T DO
FACEBOOK 87% Currently Use	1. Read news feed "About once per day or more" 2. Comment/Like other users' posts "About once per day or more" 3. Post photos "About once per month" 4. Update their status "About once per month" 5. Use Messenger "About once per day or more"	1. Create a Facebook fundraiser 2. Give to a Facebook fundraiser 3. Create a Facebook group or fan page for a company, cause, event or organization 4. Post videos 5. Click on an ad 6. Watch live videos
YOUTUBE 66% Currently Use	1. Watch videos "Once per day or more", "A few times per week" or "A few times per month" 2. Watch live videos "About once per month" 3. Leave a comment on a video or post a response video "About once per month" 4. Share videos "About once per month" 5. Click on an ad "About once per month"	1. Embed a video on a web page or blog 2. "Create and post" a video 3. Click on an ad 4. Leave a comment on a video or post a response video 5. Share videos

Last update: June 30, 2022 Compared to the population of Atlantic Canada - Above Average / Below Average

PINTEREST 32% Currently Use		
INSTAGRAM 30% Currently Use	1. Post photos/videos "About once per month" 2. View photos/videos "Several times per day" or "Once per day" or "A few times per week" 3. Comment on photos/videos "A few times per week" 4. Like photos/videos "A few times per week" 5. View a brand's page "About once per month"	1. Watch IGTV videos 2. Click on ads 3. View a brand's page 4. Watch live videos 5. Send direct messages 6. Post photos/videos
LINKEDIN 29.5% Currently Use	1. Search and review other profiles "About once per month" 2. Update profile information "About once per month" 3. Create a connection "About once per month" 4. Read their newsfeed "About once per month" 5. View a job posting "About once per month"	1. Participate in LinkedIn forums 2. Request a recommendation 3. Post an article, video or picture 4. Click on an ad 5. Join a LinkedIn group 6. Comment on content
TWITTER 25.5% Currently Use	1. Read tweets "About once per day or more" 2. Actively follow new users "About once per month" 3. Tweet "About once per month" 4. Follow users who follow you "About once per month" 5. Respond to tweets "About once per month	1. Click on an ad 2. Watch live videos 3. Send or Receive direct messages 4. Share a link to a blog post, news article or item of interest 5. Retweet 6. Respond to tweets
WHATSAPP 16% Currently Use	1. Send or receive messages "About once per month", "Several times per day" or "A few times per week" 2. Send or receive images "About once per month" 3. Use voice calls "About once per month"	1. Send or receive documents or files 2. Use voice calls 3. Use group chats
AUDIO PODCASTS 14% Currently Use	1. Subscribe to a comedy podcast "About once per month" 2. Listen to an "educational", "technology focused", "comedy" or "business" podcast "About once per month"	1. Subscribe to a "sports", "technology", "business", "news" or "educational" podcast 2. Listen to "sports", "technology focused" or "business" podcasts
SNAPCHAT 10% Currently Use	1. Receive photos/videos "A few times per week or more" 2. Send direct text messages "A few times per week or more" 3. Send photos/videos "A few times per week or more" or "Once to a few times per month" 4. Use filters and effects "A few times per week or more"	1. View ads 2. View brand's snaps 3. Use video chat 4. Use group chat 5. Read Snapchat discover/News
BLOGS 8% Currently Use	1. Comment on articles or blogs "A few times per year" or "A few times per month" 2. Read blogs "A few times per year", "A few times per month" or "About once per month"	1. Publish blog, Tumblr or online journal 2. Comment on articles or blogs 3. Read blogs
TIKTOK 6% Currently Use		
REDDIT 4% Currently Use	1. Follow specific Subreddits "A few times per month or more" 2. Vote on content "A few times per month or more" 3. View content "About once per month"	1. Post content 2. Vote on content 3. Follow specific Subreddits

Last update: June 30, 2022 Compared to the population of Atlantic Canada - Above Average / Below Average

WHERE DO THEY GO ON VACATION?

TOP CANADIAN DESTINATIONS VISITED (PAST 3 YEARS)

1. Nova Scotia
    a. Other Nova Scotia
    b. Cape Breton Island
2. New Brunswick
3. Prince Edward Island
4. Ontario
    a. Toronto
    b. Other Ontario
    c. Ottawa
5. Newfoundland and Labrador

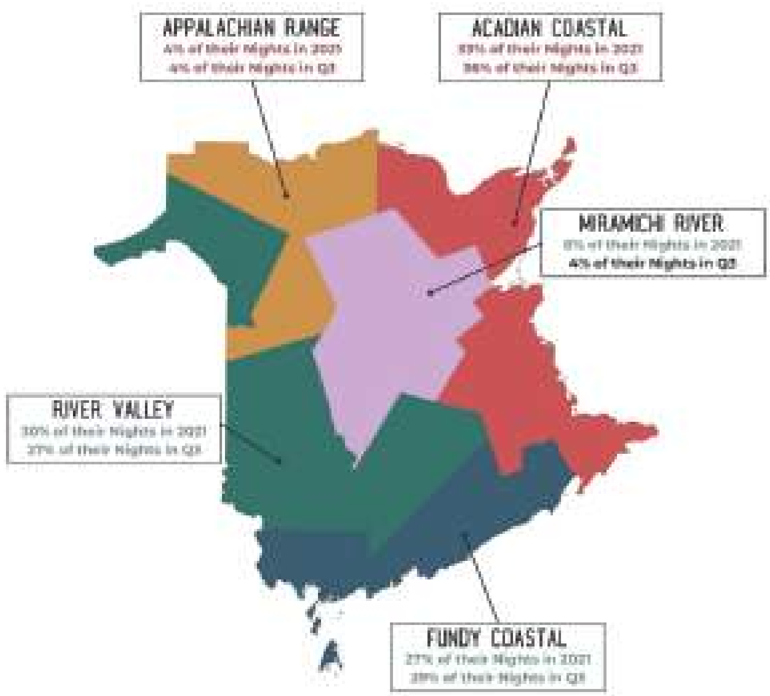
WHEN THEY TRAVEL IN NEW BRUNSWICK, WHERE DO THEY SPEND THEIR NIGHTS?

TRAVEL IN NEW BRUNSWICK:

- Over the last 3 years visitors from this group have spent over 4.2 million nights in our province, that's 27% of all nights spent by the Atlantic provinces.

- This group is more likely then average to be found exploring the Fundy Coastal Region in the summer months with 29% of Q3 nights spent in the region.

- This group is more likely then average to be found in the River Valley Region throughout the year.



Q3 refers to the third quarter of the year (July, August, September)

Text in green indicates an above-average percentage, Text in red refers to a below-average percentage. Text in black is in-line with the regional average.

ACCOMMODATION TYPES

VACATION ACCOMMODATION TYPES (PAST 3 YEARS)

47% Hotel
34% Friends or Relatives
20% All-inclusive resort
19% Motel
18% Vacation rental by owner
17% Camping
14% Cottage

12% Bed and Breakfast
9.5% Cruise ship
7.5% Condo / Apartment
6.5% RV / Camper
3% Package Tours
3% Boat
2% Spa resort

ATLANTIC CANADA - WHERE ELSE DO THEY LIVE

	NEW BRUNSWICK	NOVA SCOTIA	PRINCE EDWARD ISLAND	NEWFOUNDLAND AND LABRADOR
TOTAL POPULATION	196,644	254,534	66,336	134,877
HOUSEHOLDS	79,093	105,696	25,735	56,905
% HOUSEHOLDS IN PROVINCE	24%	25%	40%	26%

NEW BRUNSWICK*	NOVA SCOTIA*	PRINCE EDWARD ISLAND*	NEWFOUNDLAND AND LABRADOR*
Saint John	Halifax	Charlottetown	St. John's
Fredericton	Cape Breton	Summerside	Corner Brook
Moncton	Lunenberg	Lot 34	Mount Pearl
Miramichi	East Hants	Stratford	Conception Bay South
Quispamsis	West Hants	Lot 65	Happy Valley – Goose Bay
Riverview	Kings Subdivision A	Lot 31	Labrador City
Moncton	Colchester Subdivision C	Lot 35	Portugal Cove – St. Philip's
Lincoln	Colchester Subdivision B	Lot 24	Pasadena
Rothesay	Antigonish Subdivion A	Lot 1	Grand Falls - Windsor
Douglas	Chester	Lot 33	Clarenville

*Above/Below averages are calculated within each provincial population.

Last update: June 30, 2022 Compared to the population of Atlantic Canada - Above Average / Below Average

OUTDOORSY SUBURBAN FAMILIES
ONTARIO PROFILE - GROUP 3

TOTAL POPULATION: 2,027,547 **HOUSEHOLDS:** 735,447 **% OF HOUSEHOLDS IN ONTARIO:** 14%

SEGMENT 26 – COUNTRY TRADITIONS ACCOUNTS FOR 30% OF HOUSEHOLDS IN THIS GROUP
SEGMENT 19 – FAMILY MODE ACCOUNTS FOR 24% OF HOUSEHOLDS IN THIS GROUP
SEGMENT 38 – STRESSED IN SUBURBIA ACCOUNTS FOR 15% OF HOUSEHOLDS
SEGMENT 45 – SLOW LANE SUBURBS ACCOUNTS FOR 14% OF HOUSEHOLDS

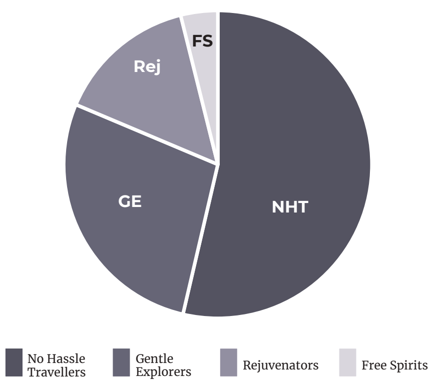
PRIZM SEGMENTS:

WHERE DO THEY LIVE?

- Ottawa
- **Barrie**
- Hamilton
- **Clarington**
- **Cambridge**
- **Greater Sudbury**
- London
- **Thunder Bay**
- **Oshawa**
- **Kingston**

*** More likely to find Group B in areas listed in bold.

EXPLORER QUOTIENT TYPE (EQ TYPE)



NO HASSLE TRAVELLERS

- No-Hassle Travellers are cautious, dutiful and reserved people who seek secure group travel that allows them to escape from the duties and obligations of everyday life.
- They are average Canadians leading busy lives, understated and cautious with spending money.
- They favour nature and worry-free vacations, but also enjoy the cultural highlights of their destinations.
- They prefer quiet weekend getaways close by.

GENTLE EXPLORERS

- Gentle Explorers are primarily defined by their reluctance to venture far beyond the comfort of home.
- They travel 'on condition', demanding the very best and most comfortable environments for themselves when they must do so.
- They are apprehensive travellers who prefer the tried and true over discovering new destinations and cultures.
- They prefer creature comforts and the security of group travel.
- Travel offers an opportunity to act more vividly and spontaneously than when at home.

DEMOGRAPHICS

AGE OF MAINTAINER: 30 to 64 years old (median age 53)

SIZE: 2-3 people (47% are couples with children at home – children's age ranges from 0 to 19 years old, Above average amount of 5-9)

MARITAL STATUS: 61% are married or living with a common-law partner.

TYPES: More than three-quarters are family households.

AVERAGE INCOME: $115,283

DWELLING CHARACTERISTICS: Over 80% are owners living mainly in single-detached houses, semi-detached or row houses; they are more likely than average to be living in dwellings that were built between 1991 and 2016.

EDUCATION: Most have either a High School Diploma, College Diploma or University Degree

EMPLOYED: They are in the labour force, mainly in sales and service, trades and transport, business, finance, administration, education, government, religion, social, management.

COMMUTING: By car mainly as drivers and they also car pool.

LANGUAGES: Almost 88% know English only, a little over 10% know both English and French. They mainly identify their mother tongue as English, followed by French coming in second at above-average rates. They report having a non-official language as their mother tongue at well below average rates for Ontario with Italian, Spanish and German topping that list.

DIVERSITY: Over 85% are non-immigrants, born in province. This is not a diverse group for Ontario, with 10% belonging to a visible minority group with the main ones being South Asian, Black and Chinese.

Last update: June 30, 2022 Compared to the Ontario Population - Above Average / Below Average

SOCIAL VALUES

- Between their work and family commitments, they sometimes express a *Need for Escape*, typically heading outdoors to commune with nature and reenergize (*Attraction to Nature*).
- They strive to exert control over the direction of their own lives as much as possible (*Personal Control*).
- As consumers, they prefer to work with small businesses (*Confidence in Small Business*).
- They want Canada to be a strong player in world affairs (*National Pride*).

STRONG VALUES		
Need for Escape	National Pride	Technology Anxiety
Rejection of Orderliness	Racial Fusion	Attraction to Nature
Flexible Families	Personal Control	Confidence in Small Business

WEAK VALUES		
Need for Status Recognition	Sexism	Enthusiasm for Technology
Attraction for Crowds	Pursuit of Novelty	Brand Genuineness

Social Values Glossary

ONLINE BEHAVIOUR

On social media they are more a spectator than active posters, you will find them on Facebook, YouTube and Pinterest.

DO THEY LOOK FOR TRAVEL INSPIRATION ONLINE? They have a slightly above-average interest in coupons and contests, they research, compare products and prices at average rates. They seem to be accessing travel content and restaurant guides/reviews online at average rates.

ARE THEY RESPONSIVE TO ADS/BRANDS? They click on ads and use social media at average rates. Their main social media channels are Facebook, YouTube and Pinterest. They are more likely to follow brands on Facebook than on Instagram, YouTube or Twitter. They watch videos on YouTube and stream music online at average rates.

DO THEY PURCHASE ONLINE? Yes, they purchase online at average rates with travel-related purchases online at above-average rates.

TRAVEL MOTIVATORS

	%	ABOVE AVERAGE?*	NOTES
SELF-GUIDED DRIVING TOURS OR ROAD TRIPS	35-44%	Yes	
EXPLORING PLACES MOST TOURISTS WON'T GO	23-26%	Average	
TRAVEL TO REMOTE DESTINATIONS	18-23%	Average	
OUTDOOR ACTIVITIES			
NATURAL ATTRACTIONS (LIKE MOUNTAINS OR WATERFALLS)	60%	Yes	
BEACHES			
Oceanside beaches	60%	Yes	
Lakeside beaches	49%	Average	
LAND-BASED SOFT ADVENTURES			
Hiking or Walking in Nature	56-57%	Average	
Hiking or Backpacking	37%	Yes	
Guided Nature Tours	18-20%	Average	
Ziplining	17-21%	Yes	
Casual Biking	14.5-17%	No	
Mountain Biking	8-10%	Average	
Road Cycling	7.5-8%	No	
NATIONAL, PROVINCIAL OR NATURE PARKS	48-49%	Average	
WILDLIFE VIEWING	45-46%	Yes	
Bird Watching	13%	Average	

***LEGEND:** Yes = Above average Average = Closer to a Yes Average = Average Average = Closer to a No No = Below Average

Last update: June 30, 2022 Compared to the Ontario Population - Above Average / Below Average

Whale Watching	5%	Average	
CAMPING	**35-40%**	Yes	
Provincial Park Campers	23%	Yes	23% of Ontario campers in our provincial parks are from this group.
National Park Campers	20%	Yes	20% of Ontario campers in our national parks are from this group.
Renting a Recreational Vehicle (RV)	9-11.5%	Yes	
WATER-BASED SOFT ADVENTURES			
Kayak, Canoe or Stand-Up Paddle Board	23-29%	Yes	
Guided Boat Tours	17-21%	Yes	
Powerboat & Jet Skiing	13%	Yes	
GOLF	**17-19%**	Yes	
FISHING OR HUNTING	**15-18%**	Average	Ontario accounts for over 1% of fishing and less than 1% of hunting permits sold in New Brunswick over the past 5 years. This group account for 27% of hunting and 16% of fishing permits sold to Ontario residents.
CITY ACTIVITIES			
LOCAL FOOD / CUISINE			
Trying Local Food and Drink	54-65%	Average	
Breweries or Wineries	35-37%	Yes	
Fine Dining	26-28.5%	No	
Culinary Tours or Cooking Classes	12%	Average	
Agricultural or Country Farm Tours	9-10%	No	
HISTORY & CULTURE			
Historical, Archaeological or World Heritage Sites	41-43%	Average	
Art Galleries and Museums	29.5-30%	Average	
Live Theatre	27%	Average	
Art Galleries, Museums or Science Centers	27%	Average	
Historical Sites	22%	No	
Exploring Indigenous Culture	20-21%	Average	
Ballet, Opera, Symphony	7%	No	
FESTIVALS AND/OR EVENTS			
Food and Drink Festival or Event	40%	Yes	
Live Shows	35-36%	Yes	
Cultural or Traditional Festivals	29%	Average	
Music Festivals	26-27%	Average	
Sporting Events	24-25.5%	Yes	
Comedy Festivals	13.5-17%	Yes	
Movie Festivals	7-8%	No	
PHOTOGRAPHY	**32%**	Average	
URBAN EXPERIENCES			
Green Spaces such as Parks or Gardens	33-38%	Average	
Exhibitions, Carnivals, Fairs, Markets	32.5%	Average	
Shopping for items that help remember trip	29.5-38%	Average	
Amusement or Theme Parks	28-32%	Yes	
Shopping for Clothes and Shoes	27-35%	Average	

***LEGEND:** Yes = Above average   Average = Closer to a Yes   Average = Average   Average = Closer to a No   No = Below Average

Last update: June 30, 2022   Compared to the Ontario Population - Above Average / Below Average

Guided City Tours	23-26%	Average	
Zoos, Aquariums	18%	No	
Spas or Wellness Centres	17.5-18%	Average	
Nightlife	15-19%	Average	
Video Arcades or Indoor Amusement Centres	10%	Average	
*LEGEND: Yes = Above average Average = Closer to a Yes Average = Average Average = Closer to a No No = Below Average			

MEDIA USAGE

RADIO	TELEVISION	NEWSPAPER	MAGAZINE	INTERNET
15 hours/week	23.4 hours/week	1 hour/week	9 minutes/day	4.3 hours/day
TOP RADIO: News/Talk Today's Country Classic Hits Hot Adult Contemporary Mainstream Top 40 Adult Contemporary AOR/Mainstream Rock	**TOP TELEVISION:** Movies Evening local news News/Current affairs Primetime serial dramas Suspense/crime dramas Home renovation shows Documentaries Hockey (when in season)	**TOP NEWSPAPER:** Local & Regional News National News International News & World Health Editorials Movie & Entertainment Food	**TOP MAGAZINES:** CAA Magazine Canadian Living Other English-Canadian Food & Drink Maclean's Other U.S. magazines Hello! Canada Reader's Digest	**TOP INTERNET:** Send or receive email Send or receive a text/IM Use apps Participate in Social Media Banking/Pay bills Take pictures/video Use maps/directions service

SOCIAL MEDIA

	WHAT THEY DO	WHAT THEY DON'T DO
FACEBOOK 79.5% Currently Use	1. Read news feed "About once per day or more" 2. Comment/Like other users' posts "About once per day or more" 3. Post photos "About once per month" 4. Like or become a fan of a page created by a brand, company or organization "About once per month" 5. Use Messenger "About once per day or more"	1. Create a Facebook fundraiser 2. Give to a Facebook fundraiser 3. Create a Facebook group or fan page for a company, cause, event or organization 4. Post videos 5. Click on an ad 6. Watch live videos
YOUTUBE 69% Currently Use	1. Watch videos "About once per day or more", "A few times per week" or "A few times per month" 2. Watch live videos "About once per month" 3. Leave a comment on a video or post a response video "About once per month" 4. Like or dislike videos "About once per month" 5. Share videos "About once per month"	1. "Create and post" a video 2. Embed a video on a web page or blog 3. Click on an ad 4. Leave a comment on a video or post a response video 5. Share videos
INSTAGRAM 35% Currently Use	1. View photos/videos "Several times per day" or "Once per day" 2. Post photos/videos "About once per month" 3. View a brand's page "About once per month" 4. Comment on photos/videos "About once per month", "A few times per month" or "A few times per week" 5. Like photos/videos "A few times per week" or "Several times per day"	1. Watch IGTV videos 2. Click on ads 3. View a brand's page 4. Watch live videos 5. Post photos/videos 6. Send direct messages
LINKEDIN 35% Currently Use	1. Update profile information "About once per month" 2. Search and review other profiles "About once per month" 3. Create a connection "About once per month" 4. Read their newsfeed "About once per month" 5. View a job posting "About once per month"	1. Participate in LinkedIn forums 2. Request a recommendation 3. Click on an ad 4. Post an article, video or picture 5. Join a LinkedIn group 6. Comment on content

Last update: June 30, 2022 Compared to the Ontario Population - Above Average / Below Average

PINTEREST 34% Currently Use		
WHATSAPP 32% Currently Use	1. Send or receive messages "Several times per day", "About once per month" or "A few times per week" 2. Use voice calls "About once per month" 3. Send or receive images "Several times per day" " A few times per week"	1. Send or receive documents or files 2. Use voice calls 3. Use group chats
TWITTER 26% Currently Use	1. Read tweets "About once per day or more" 2. Actively follow new users "About once per month" 3. Follow users who follow you "About once per month" 4. Tweet "About once per month" 5. Retweet "About once per month"	1. Click on an ad 2. Watch live videos 3. Send or receive direct messages 4. Share a link to a blog post, news article or item of interest 5. Respond to tweets 6. Retweet
AUDIO PODCASTS 15% Currently Use	1. Subscribe to a "comedy" podcast "A few times per month"	1. Subscribe to a "sports", "technology", "news", "business" or "educational" podcast
SNAPCHAT 12% Currently Use	1. Receive photos/videos "A few times per week or more" or "Once to a few times per month" 2. Send direct text messages "A few times per week or more" 3. Send photos/videos "Once to a few times per month" or "A few times per week or more" 4. Use filters and effects "Once to a few times per month", "A few times per week or more"	1. View ads 2. View brand's snaps 3. Use video chat 4. Use group chat 5. Read Snapchat discover/News
BLOGS 10% Currently Use	1. Read blogs "A few times per year", "A few times per month" or "About once per month" 2. Comment on articles or blogs "A few times per year" or "A few times per month"	1. Publish blog, Tumblr or online journal 2. Comment on articles or blogs 3. Read blogs
REDDIT 7% Currently Use	1. Follow specific Subreddits "A few times per month or more" 2. Vote on content "A few times per month or more" 3. View content "Several times per day", "A few times per week"	1. Post content 2. Vote on content 3. Follow specific Subreddits
TIKTOK 6% Currently Use		

ACCOMMODATION TYPES

VACATION ACCOMMODATION TYPES (PAST 3 YEARS)

52% Hotel
31% Friends or Relatives
26% All-inclusive resort
22% Cottage
18% Camping
18% Vacation rental by owner
13% Motel

12% Bed and Breakfast
10% Cruise ship
10% Condo / Apartment
8% RV / Camper
4% Package Tours
3% Spa resort
3% Boat

Last update: June 30, 2022 Compared to the Ontario Population - Above Average / Below Average

WHERE DO THEY GO ON VACATION?

TOP CANADIAN DESTINATIONS VISITED (PAST 3 YEARS)

1. Cottage Country (Any)
2. Ontario
    a. Toronto
    b. Niagara Falls
    c. Other Ontario
    d. Ottawa
3. Québec
    a. Montreal
    b. Québec City
    c. Other Québec
4. Nova Scotia
    a. Other Nova Scotia
5. British Columbia
    a. Vancouver

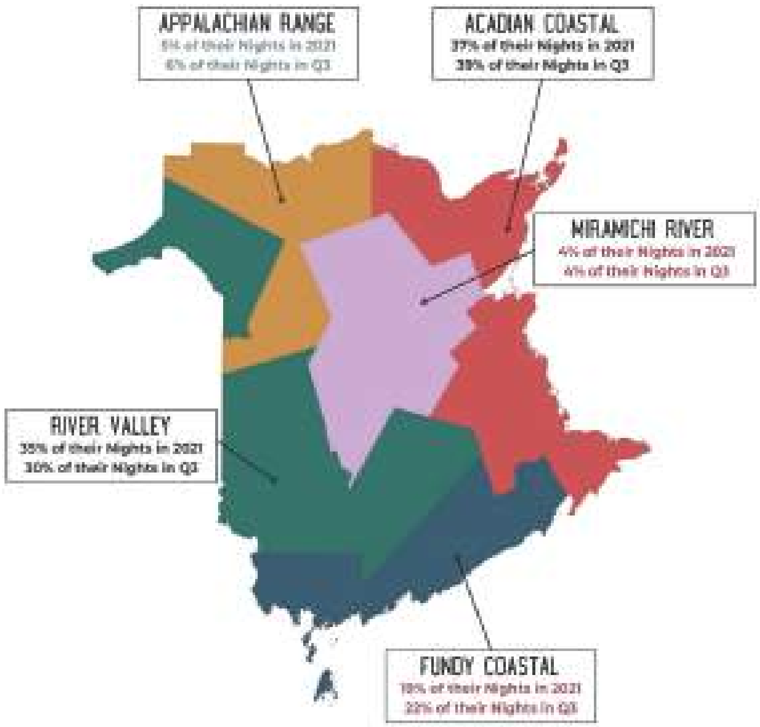
WHEN THEY TRAVEL IN NEW BRUNSWICK, WHERE DO THEY SPEND THEIR NIGHTS?

TRAVEL IN NEW BRUNSWICK:

- Over the last 3 years visitors from this group have spent over 600,000 nights in our province, that's 19% of all nights spent by guests from Ontario.

- This group is more likely then average to be found exploring the Appalachian Range Region especially in the summer months with 6% of Q3 nights spent in the region.

- The Acadian Coastal Region is their most visited destination with 37% of total nights



Q3 refers to the third quarter of the year (July, August, September)

Text in green indicates an above-average percentage, Text in red refers to a below-average percentage. Text in black is in-line with the regional average.

QUÉBEC PROFILE – MONONCLE

TOTAL POPULATION: 1,679,907 **HOUSEHOLDS:** 723,780 **% OF HOUSEHOLDS IN QUÉBEC:** 19.6%

SEGMENT 54 – VIE AU VILLAGE ACCOUNTS FOR 41% OF HOUSEHOLDS IN THIS GROUP
SEGMENT 63 – AMANTS DE LA NATURE ACCOUNTS FOR 27%
SEGMENT 46 – PATRIMOINE RUSTIQUE 16.5%
SEGMENT 42 – BANLIEUES TRANQUILLES 16.5%

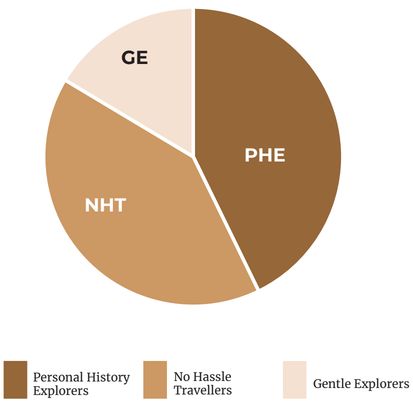
PRIZM SEGMENTS:

WHERE DO THEY LIVE?

- Saguenay
- **Rouyn-Noranda**
- **Rawdon**
- **Les Îles-de-la-Madeleine**
- **Val-d'Or**
- Terrebonne
- **Sainte-Julienne**
- **Sainte-Sophie**
- Trois-Rivières
- **Saint-Lin--Laurentides**

*** More likely to find Group MonOncle in areas listed in bold.

EXPLORER QUOTIENT TYPE (EQ TYPE)



PERSONAL HISTORY EXPLORERS

- As travellers, Personal History Explorers are primarily defined by their desire to connect to their own cultural roots and do so by travelling in comfort, style and security.
- They are social people who enjoy being with others when travelling and favour group travel.

NO HASSLE TRAVELLERS

- No-Hassle Travellers are cautious, dutiful and reserved people who seek secure group travel that allows them to escape from the duties and obligations of everyday life.
- They are average Canadians leading busy lives, understated and cautious with spending money.
- They favour nature and worry-free vacations, but also enjoy the cultural highlights of their destinations.
- They prefer quiet weekend getaways close by.

DEMOGRAPHICS

AGE OF MAINTAINER: 55+ years old (median age 58)

SIZE: Mainly 2 people (Almost 65% are households without children at home – children's age ranges from 5 to 19 years old)

MARITAL STATUS: 62% are married or living with a common-law partner.

TYPES: Almost 70% are family households.

AVERAGE INCOME: $86,340

DWELLING CHARACTERISTICS: More than 80% are owners living mainly in single-detached houses; they are more likely to be living in dwellings that were built before 1981.

EDUCATION: Most have either No Certificate or Diploma, a High School Diploma or an Apprenticeship or Trades Certificate

EMPLOYED: They are in the labour force 62%, mainly in sales and service, trades and transport, business, finance, administration, management, education, government, religion, social.

COMMUTING: By car mainly as drivers.

LANGUAGES: Almost 70% know French only, about 30% know both English and French. They identify their mother tongue as almost exclusively French, followed by English coming in second at well below average rates. They report having a non-official language as their mother tongue at well below average rates with Aboriginal Languages, Spanish and German topping that list.

DIVERSITY: Almost exclusively non-immigrant population, born in province. This is not a diverse group, even by Québec standards, with less than 2% belonging to a visible minority group with the main ones being Chinese, South Asian, and Black.

Last update: June 30, 2022 Compared to the Québec Population - Above Average / Below Average

SOCIAL VALUES

QUÉBEC IS A DISTINCT MARKET WITHIN CANADA
Here are the top 6 strongest and weakest social values that are predominant in the Québec market compared to the rest of Canada.

STRONG VALUES	WEAK VALUES
Fulfilment Though Work	Racial Fusion
Active Government	Need for Escape
Sexism	National Pride
Pursuit of Intensity	Culture Sampling
Attraction to Nature	Introspection & Empathy
Importance of Spontaneity	Emotional Control

WHAT MAKES THIS GROUP DIFFERENT WITHIN QUÉBEC:

- They are strongly connected to and actively involved in their local communities and heritage (*Community Involvement*, *Parochialism*). They like to connect with smaller, close-knit groups of people in an authentic manner (Social Intimacy).
- They find it difficult to adapt to the changes and uncertainties of modern life (*Aversion to Complexity*) so when they need to recharge their batteries, they look for unexpected diversions or head outdoors *(Importance of Spontaneity, Attraction to Nature*).
- They worry that too much immigration compromises the nation's purity (*Xenophobia*), and they'd prefer that diverse groups abandon their cultural traditions in order to fit in (*Cultural Assimilation*).

STRONG VALUES		
Attraction to Nature	Community Involvement	Social Intimacy
Aversion to Complexity	Emotional Control	Brand Apathy
Xenophobia	Parochialism	Cultural Assimilation

WEAK VALUES		
Personal Optimism	Status via Home	Racial Fusion
Culture Sampling	Need for Escape	Financial Security

Social Values Glossary

ONLINE BEHAVIOUR

On social media they are more spectators than active posters, you will find them on Facebook, YouTube and Pinterest.

DO THEY LOOK FOR TRAVEL INSPIRATION ONLINE? They research, compare products and prices and read reviews online at below-average rates. They seem to be accessing travel content online at average rates.

ARE THEY RESPONSIVE TO ADS/BRANDS? They don't click on ads and use social media at average to below-average rates. They follow brands on Facebook but not on YouTube, Twitter or Instagram. They use Pinterest at above average rates, watch videos on YouTube and listen to music on streaming services at slightly below average rates.

DO THEY PURCHASE ONLINE? They purchase online at below average rates.

TRAVEL MOTIVATORS

	%	ABOVE AVERAGE?*	NOTES
SELF-GUIDED DRIVING TOURS OR ROAD TRIPS	25-30%	Average	
EXPLORING PLACES MOST TOURISTS WON'T GO	18-20%	Average	
TRAVEL TO REMOTE DESTINATIONS	16%	No	
OUTDOOR ACTIVITIES			
LAND-BASED SOFT ADVENTURES			
Hiking or Backpacking	51%	Average	
Hiking or Walking in Nature	49-52%	Average	
Casual Biking	15-16.5%	No	
Guided Nature Tours	18-23%	Average	
Road Cycling	9.5-15.5%	No	
Ziplining	6.5-9%	No	
Mountain Biking	4-4.5%	No	
BEACHES			
Oceanside Beaches	45%	No	

***LEGEND:** Yes = Above average; Average = Closer to a Yes; Average = Average; Average = Closer to a No; No = Below Average

Last update: June 30, 2022 Compared to the Québec Population - Above Average / Below Average

Lakeside Beaches	34%	No	
NATURAL ATTRACTIONS (LIKE MOUNTAINS OR WATERFALLS)	**45-48%**	Average	
NATIONAL, PROVINCIAL OR NATURE PARKS	**41-43%**	Average	
CAMPING	**30-32%**	Yes	Camping trends higher in overall participation at 43%
Provincial Park Campers	26%	Yes	26% of Québec campers in our provincial parks are from this group.
National Park Campers	17-22.5%	Yes	17 to 22.5% of Québec campers in our National parks are from this group. They went more often to Kouchibouguac than to Fundy in 2021.
Renting a Recreational Vehicle (RV)	3-8%	Average	
WILDLIFE VIEWING	**32-35%**	Average	
Bird Watching	9%	No	
Whale Watching	6%	No	
WATER-BASED SOFT ADVENTURES			
Powerboat & Jet Skiing	22%	Yes	
Kayak, Canoe or Stand-Up Paddle Board	17-18.5%	No	Trends higher as a daily activity, then a vacation activity, 28%
Guided Boat Tours	16-18.5%	No	
FISHING OR HUNTING	**20%**	Yes	Québec accounts for about 1% of fishing and less than 1% of hunting permits sold in New Brunswick over the past 5 years. This group account for 35% of hunting and 31% of fishing permits sold to Québec residents.
GOLF	**6-10%**	Average	
CITY ACTIVITIES			
HISTORY & CULTURE			
Historical, Archaeological or World Heritage Sites	38%	Average	
Art Galleries & Museums	30-32%	No	
Historical Sites	26%	Average	
Art Galleries, Museums or Science Centers	26%	Average	
Indigenous Culture	23-24%	Average	
Live Theatre	20%	No	
Ballet, Opera, Symphony	4%	No	
LOCAL FOOD / CUISINE			
Trying Local Food and Drink	35-40.5%	No	
Fine Dining	28-33%	No	
Breweries or Wineries	25-29%	Average	
Culinary Tours or Cooking Classes	9-13%	No	
Agricultural or Country Farm Tours	9-11%	Average	
URBAN EXPERIENCES			
Green Spaces such as Parks or Gardens	29-33%	No	
Guided City Tours	26%	No	
Exhibitions, Carnivals, Fairs, Markets	24%	Average	
Amusement or Theme Parks	21-25%	No	
Shopping for Souvenirs	20-27%	Average	
Spas or Wellness Centres	19-22%	Average	

***LEGEND:** Yes = Above average Average = Closer to a Yes Average = Average Average = Closer to a No No = Below Average

Last update: June 30, 2022 Compared to the Québec Population - Above Average / Below Average

Zoos, Aquariums	19%	Yes	
Shopping for Clothes and Shoes	14-23%	No	
Nightlife	9-9.5%	No	
Video Arcades or Indoor Amusement Centres	7%	Average	
FESTIVALS AND/OR EVENTS			
Live Shows	25-26%	Average	
Food and Drink Festival or Event	21-23.5%	Average	
Music Festivals	19.5-21%	Average	
Cultural or Traditional Festivals	19.5-21%	Average	
Comedy Festivals	15.5-16%	Average	
Sporting Events	9-11%	No	
Movie Festivals	4-6%	No	
PHOTOGRAPHY	23%	Average	

***LEGEND:** Yes = Above average · Average = Closer to a Yes · Average = Average · Average = Closer to a No · No = Below Average

MEDIA USAGE

RADIO	TELEVISION	NEWSPAPER	MAGAZINE	INTERNET
16 hours/week	24.5 hours/week	1 hour/week	10 minutes/day	2.8 hours/day
TOP RADIO: Hot Adult Contemporary News/Talk Adult Comtemporary Mainstream Top 40 Multi/Variety/Specialty Not Classified AOR/Mainstream Rock	**TOP TELEVISION:** Movies Evening local news Primetime serial dramas Documentaries News/current affairs Suspense/crime dramas Morning local news	**TOP NEWSPAPER:** Local & Regional News International News & World National News Health Editorials Food Movie & Entertainment	**TOP MAGAZINES:** Bel Âge Other French-Canadian CAA Magazine 7 Jours Coup de Pouce RICARDO L'Actualité	**TOP INTERNET:** Send or receive email Send or receive a text/IM Participate in Social Media Internet searches Do Banking Take pictures/video Use apps

Last update: June 30, 2022 Compared to the Québec Population - Above Average / Below Average

SOCIAL MEDIA

	WHAT THEY DO	WHAT THEY DON'T DO
FACEBOOK 87% Currently Use	1. Use Messenger "About once per day or more" 2. Update their status "About once per month" 3. Comment/Like other users' posts "About once per day or more" 4. Post photos "About once per month" 5. Click on an ad "About once per month"	1. Create a Facebook fundraiser 2. Give to a Facebook fundraiser 3. Read their news feed 4. Create a Facebook group or fan page for a company, cause, event or organization 5. Post videos 6. Click on an ad
YOUTUBE 55% Currently Use	1. Watch videos "A few times per week", "About once per day or more", or "A few times per month" 2. Watch live videos "About once per month"," A few times per month" 3. Like or dislike videos "About once per month" 4. Leave a comment on a video or post a response video "About once per month" 5. Click on an ad "A few times per month"	1. "Create and post" a video 2. Embed a video on a web page or blog 3. Click on an ad 4. Leave a comment on a video or post a response video 5. Share videos
PINTEREST 25% Currently Use		
INSTAGRAM 22% Currently Use	1. Post photos/videos "About once per month" 2. View photos/videos "Once per day" 3. View a brand's page "About once per month" 4. Like photos/videos "A few times per week" or "Once per day" 5. Comment on photos/videos "About once per month"	1. Watch IGTV videos 2. Click on ads 3. Send direct messages 4. Post photos/videos 5. Watch live videos 6. View a brand's page
LINKEDIN 16% Currently Use	1. Update profile information "About once per month" 2. Search and review other profiles "About once per month" 3. Create a connection "About once per month" 4. Read their newsfeed "About once per month" 5. View a job posting "About once per month"	1. Participate in LinkedIn forums 2. Request a recommendation 3. Post an article, video or picture 4. Click on an ad 5. Watch videos 6. Join a LinkedIn group
TWITTER 12% Currently Use	1. Read tweets "About once per month" or "About once per day or more" 2. Respond to Tweets "About once per month" 3. Tweet "About once per month" 4. Actively follow new users "About once per month" 5. Watch videos "A few times per month"	1. Click on an ad 2. Watch live videos 3. Retweet 4. Respond to tweets 5. Share a link to a blog post, news article or item of interest 6. Follow users who follow you
WHATSAPP 9% Currently Use	1. Send or receive messages "About once per month" or "A few times per month" 2. Send or receive images "About once per month" or "A few times per week" 3. Use voice calls "About once per month"	1. Use group chats 2. Send or receive documents or files 3. Use voice calls
SNAPCHAT 7% Currently Use	1. Receive photos/videos "Once to a few times per month" or "A few times per week or more" 2. Send photos/videos "Once to a few times per month" 3. Send direct text messages "A few times per week or more" 4. Use video chats "Once to a few times per month	1. View ads 2. View brand's snaps 3. Read Snapchat discover/News 4. Use group chat 5. Use video chat
AUDIO PODCASTS 7% Currently Use	1. Subscribe to a "comedy" podcast "A few times per month"	1. Subscribe to a "sports", "technology" or "educational" podcast 2. Listen to "sports", "technology focused" or "business" podcasts

Last update: June 30, 2022 Compared to the Québec Population - Above Average / Below Average

TIKTOK 5% Currently Use		
BLOGS 5% Currently Use	1. Read blogs "A few times per year", "A few times per month" or "About once per month" 2. Comment on articles or blogs "A few times per year" or "About once per month"	1. Publish blog, Tumblr or online journal 2. Comment on articles or blogs 3. Read blogs
REDDIT 2% Currently Use	1. View content "About once per month" 2. Post content " A few times per month or more" 3. Follow specific Subreddits "A few times per month or more"	1. Vote on content 2. Post content 3. Follow specific Subreddits

ACCOMMODATION TYPES

VACATION ACCOMMODATION TYPES (PAST 3 YEARS)

47% Hotel
26% Camping
23% Friends or Relatives
22% Motel
20% All-inclusive resort
13% Cottage
10.5% RV / Camper
7.5% Vacation rental by owner
7% Condo / Apartment
6% Bed and Breakfast
6% Spa resort
5% Package Tours
4.5% Cruise ship
2% Boat

WHERE DO THEY GO ON VACATION?

TOP CANADIAN DESTINATIONS VISITED (PAST 3 YEARS)

1. Québec
    a. Québec City
    b. Other Québec
    c. Montréal
2. Ontario
    a. Ottawa
    b. Toronto
    c. Niagara Falls
    d. Other Ontario
3. New Brunswick
4. Prince Edward Island
5. British Columbia
    a. Victoria

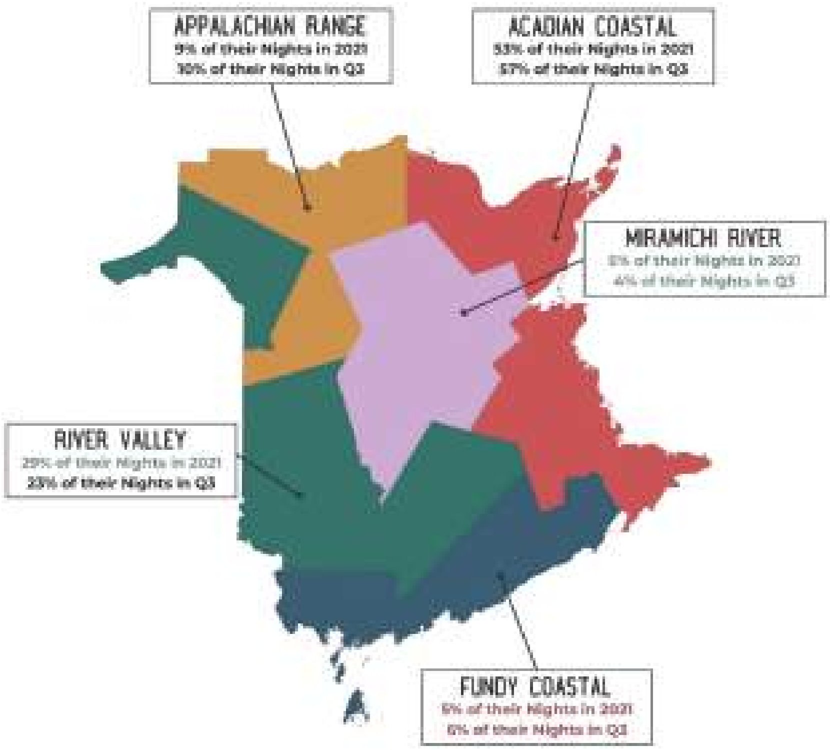
WHEN THEY TRAVEL IN NEW BRUNSWICK, WHERE DO THEY SPEND THEIR NIGHTS?

TRAVEL IN NEW BRUNSWICK:

- Over the last 3 years visitors from this group have spent over 760,000 nights in our province, that's 27% of all nights spent by guests from Quebec.

- This group is more likely then average to be found exploring the Miramichi River Region in the summer months with 4% of Q3 2021 nights spent in the region.

-This group is also more likely then average to be found exploring the River Valley Region throughout the year.



Q3 refers to the third quarter of the year (July, August, September)

Text in green indicates an over-average amount, Text in red refers to an under-average amount. Text in black is on trend with the regional average.

Last update: June 30, 2022 Compared to the Québec Population - Above Average / Below Average

Town of

SUSSEX