

Publication of the Economic Information Observatory (EIO) for Regional Cooperation between Atlantic Canada and Saint-Pierre and Miquelon, France

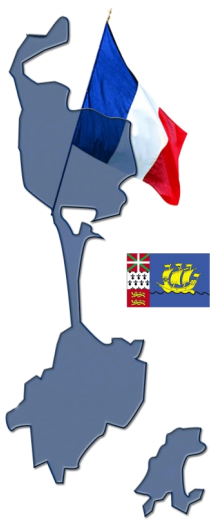


Regional tourism



Saint-Pierre and Miquelon : p. 1

Atlantic Canada : p. 5



The Economic Information Observatory (EIO) for
Regional Cooperation between
Atlantic Canada and Saint Pierre and Miquelon
Intell-Écho : Thematic Information Bulletin

Are you looking for business opportunities in this sector?
CACIMA and FCCC-AN can facilitate your exploration and partnership initiatives.
(see contact details on page 4)

Intell-Écho, vol. 1, n°4, 2014

ISSN 2272-0219

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Tourism on the French Atlantic Coast and in Saint Pierre and Miquelon : An Overview

Visitor Statistics 2013 for the Atlantic Coast	Region	Overnight stays (in M)	Increase 2012/2013
	Aquitaine	19.6	2%
	Brittany	13.2	7.7%
	Normandy		
	Upper	1.5	2.8%
	Lower	5	1%
	Loire	13.5	1.8%
	Poitou-Charentes	4.6*	0.2%

* excluding camping

Canadian Visitors	
Hotel Occupancy (overnight stays)	10,119,000
Increase 2012/2011	2%
Customer Economic Impact	2%

“Canadian tourists are loyal visitors and are linked to France by cultural and historical ties.”

- More than **930,000 Canadians** visited France in 2012.
- Average length of stay: **10.9 nights**.

The Economic Information Observatory is a regional cooperation project established between Atlantic Canada and Saint-Pierre and Miquelon. The publication of this information bulletin is made possible through the sponsorship of the Atlantic Canada Opportunities Agency and its various programs supporting research initiatives, linguistic minorities and business development, and the Province of New Brunswick as well as the Université de Moncton, Shippagan Campus, and the Prefecture and Territorial Council of Saint-Pierre and Miquelon.

Editorial Production:

Chambre d'Agriculture, de Commerce, d'Industrie, de Métiers et de l'Artisanat
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Strong cultural and historical ties



Saint Pierre and Miquelon, French archipelago situated 25 km from the island of Newfoundland, is of genuine interest to tourists. With their origins in the regions of Brittany, Normandy and the Basque countries, the people of Saint Pierre and Miquelon share their roots with the communities of the Atlantic Provinces of Canada and more particularly with the Acadian community. In this sense, the archipelago, along with the regions of the French Atlantic Coast, are destinations that **have much to offer North American tourists**, not only in terms of **gastronomy and scenery**, but also and especially in terms of **of culture and heritage**.

The positioning of tourism on the French Atlantic Coast

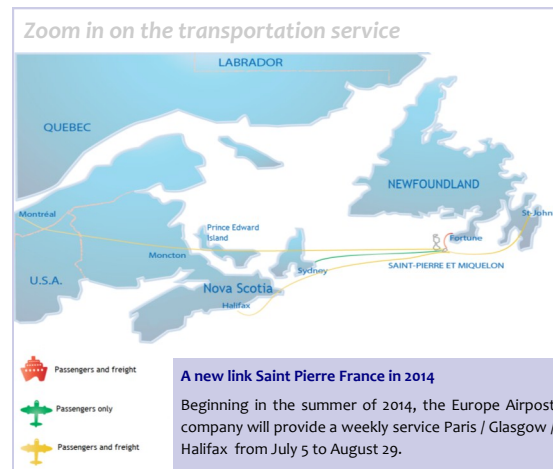
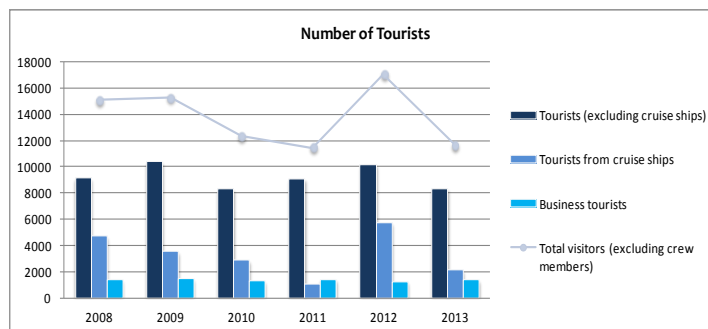
Poitou-Charentes :	<ul style="list-style-type: none"> • cycling and ecotourism • wellness, lifestyle experiences • family activities
Aquitaine :	<ul style="list-style-type: none"> • unspoiled nature and environment • wine tourism • cycling and ecotourism • prehistoric heritage • water sports , especially surfing
Brittany :	<ul style="list-style-type: none"> • diversity of landscapes • variety and quality of proposed activities • Breton lifestyle and festive spirit • special heritage
Normandy :	<ul style="list-style-type: none"> • major sites of international and world-wide recognition • gastronomic and local specialties • nature and outdoor activities • coastline for family vacations
Loire :	<ul style="list-style-type: none"> • family-oriented tourism • culture and heritage • the Loire Valley and the banks of the Loire River

Key Figures

Saint Pierre and Miquelon has **advantages which allow it to attract investors and develop its cultural and tourism economy.** The tourism sector is important for the economic development of the islands. This is all the more true since it is located in an expanding regional tourism environment. Indeed, the Atlantic provinces have chosen to further develop their tourism sector and are implementing a policy of regional marketing, with the aim of stimulating tourism activity. **The proposed tourism products are focused on the discovery of nature and of cultural heritage.** The archipelago is associated with this growth through its partnership with the Province of Newfoundland and Labrador.

Tourism in Saint Pierre and Miquelon

- The year 2012 saw a record number of visitors.
- Slight decrease in 2013 (as in Atlantic Canada) **despite the structuring efforts of all tourism professionals.**
- The number of tourists from Canada continues its steady increase. This data shows that **the initiatives taken by the tourism sector towards these customers have a real effect.**
- In 2013, 2060 cruise ship passengers from 5 different ships entered the archipelago.



The only foreign port in the region, Saint Pierre & Miquelon is an attractive stopover for cruise ships. The inclusion of the archipelago in Canadian itineraries can **minimize the constraints** linked to the regulations regarding cabotage.

[Information](#)

New trends in the tourism sector

« Experiential tourism »

Experiential tourism is a **means of differentiation**, which allows a destination to stand out in increasingly competitive tourist markets. It meets the expectations of consumers by allowing them to have a more meaningful tourism experience.

- It includes meeting **people**, visiting **places** and engaging in **activities** there.

- It permits customers to acquire new knowledge and to **stimulate different senses.**

- It goes beyond theory and presents reality and an **authentic** experience.

- It allows tourists to discover new cultures and **local knowledge and expertise.**

Experiential tourism therefore **gives meaning** to the traveller's journey; it allows visitors to **live authentic cultural experiences** by immersing them and letting them fully absorb the place visited. **Priority is given to the relationship that is established with the local environment.** This movement stems from a strong demand from an increasing number of travellers. (source : <http://veilletourisme.ca/>)



Experiential tourism is a concept that corresponds well with many of the archipelago's assets:

- **the history and identity of the Islands,**
- **French gastronomy,**
- **local craftsmanship,**
- **culture and heritage,**
- **authenticity and friendliness,**
- **the environment and scenery.**

These assets allow Saint Pierre and Miquelon to differentiate itself from competing destinations, thanks to its unique culture in North America.

The islands have an **intelligent positioning** with regard to regional competition. This permits the archipelago to highlight the particular strengths of the territory and therefore to propose a **unique tourism offer.**

The archipelago offers a high quality experience based on characteristics that are the basis of the local identity. This corresponds particularly well with the expectations of Canadian tourists.

« Slow » tourism

“Slow” tourism is a new travel concept inspired by the slow food movement which originated in Italy in the late 1980s. It’s all about taking the time to discover a destination and enjoy the scenery, and focuses in particular on the proximity of destinations and the cleanest means of transportation. This corresponds with what a large proportion of tourists today are looking for. This type of tourism offer, which remains a niche market, is expected to develop in the coming years.

Characteristics of slow tourism	Assets of Saint Pierre and Miquelon
Slow and diversified means of travel	<ul style="list-style-type: none"> Many options are available: pedal boats, dories, sail boats, eco-walks, hiking
The journey is part of the experience	<ul style="list-style-type: none"> Strong positioning on cruise and pleasure craft tourism
Discovery of the local character	<ul style="list-style-type: none"> Many distinctive local features : ecosystem, gastronomy Important historical heritage, featured in the various museums of the archipelago Small scale accommodations with a warm family atmosphere
Stay a while in one place	<ul style="list-style-type: none"> Proximity and diversity of activities: culture, nature, gastronomy, sports activities
Low carbon travel	<ul style="list-style-type: none"> The size of the archipelago and the diversity of the proposed activities Proximity to Canada
An original experience	<ul style="list-style-type: none"> Positioning on the branding of " France in North America". Ecosystems (boreal forest, wildlife...) Only French territory in a Canadian environment
Slow food	<ul style="list-style-type: none"> Saint Pierre and Miquelon offers a rich gastronomy A strong branding of restaurants offering French cuisine



Additional Information

[Regional Tourism Committee](#)

[Sailing School](#)



The Cittaslow movement

Cittaslow is a network comprised of more than 150 cities with fewer than 50,000 people in 25 countries on five continents. Certified cities must meet no less than 52 recommendations and requirements. Among them are: the cleanliness of the city, the creation of green spaces and recreational areas, the development of local businesses in close proximity to each other, the highlighting of local produce and crafts etc.. Inspired by the "Slow Food" movement, the Cittaslow network gives priority to community infrastructure. Preservation of local customs, promotion of environmentally friendly means of transportation and waste reduction are also some of the main principles of this movement.

In France : Blanquefort, Créon, Grigny, Labastide d'Armagnac, Mirande, Saint Antonin Noble Val, Segonzac, Valmondois.

Useful Information



Events to watch for

Event	Organizer	Date	Location
Salon mondial du tourisme	Comexposium	20 au 23 mars 2014	Paris
Journée-Rencontres des professionnels et acteurs du tourisme	CCI Caen-Normandie CCI Pays D'Auge	25 mars 14	Cabourg
Salon International French Travel Market Top Resa	Reed Expositions France	23 au 26 septembre 2014	Paris

Experts' Corner



The juxtaposition of the adjective "experiential" to the tourism sector illustrates that tourist communication is not immune to trends seen in the marketing of large consumer products. Like the automaker that announces its mission "Motion and emotion". Like the distributor, whose very rational brand signature "Fair Price", promises us today that we "are better off" in their store. Similarly, Club Med uses this slogan in its publicity: "And what's your idea of happiness?" and Center Parcs: "Find yourself naturally"

A more and more oppressive and stressful lifestyle in developed countries raises specific expectations of holiday travellers:

- to **slow down** the pace of life
- to seek out **sound values** (a pristine natural environment, the discovery of local environments, their history, their culture, their products)
- to take time for **authentic encounters**
- to live **exceptional moments**, especially for the new experiences that they provide (sleeping in a tree house, in a yurt or a teepee, in a bubble ...)

All in conditions of **safety** and **optimum** comfort.

As portrayed in the wide variety of short stays proposed by the Normandy CRT: "A getaway to live and re-live, it is a time apart, out of time, out of the ordinary! A personal experience..." The choice is important: climb the tallest lighthouse in France, try a new sport- « le long-côte », learn to paint like Monet...

In Brittany, the message is clear. The site, <http://www.tourismebretagne.com/>, announces "Our new experiences to discover Brittany," and offers a range of stays under the "Breton experience" link, including one with the Michelin-starred chef David Etcheverry!

Service providers must therefore offer an extremely broad range of tourism products to the market, which allow:

- **multiple options**
- **individualization**, and advanced **customization**

The islands of Saint Pierre and Miquelon have real potential to develop significant tourist activity on the following themes:

- **unspoiled nature**
- an island location favoring the development of **environmentally-friendly means of transportation**
- a history of **events that are significant** for the neighboring provinces of Eastern Canada and the northeastern United States
- a **dual culture**, arising from the Basque and Breton origins of the inhabitants;
- **welcoming tourism professionals** who are eager to share all facets of their heritage with visitors.

With the continued **increase in the quality of accommodations and restaurants** on the islands, Saint Pierre and Miquelon's tourism professionals are committed to creating and promoting **theme-based stays** which focus on encounters with tourists, **sharing** local expertise, and **exploring** the heritage of the region. The goal is that the stay in the archipelago will leave such an **impression** on visitors, that, at the time of their departure, they will want to return to these islands, which has been for them a source of personal development.

With assistance from the territory, Protourisme has been supporting tourism stakeholders for several years in this slow process of adding value through training, implementing a Quality initiative, creating packages, and achieving a better understanding of visitor reception in order to make visitors want to come back....



Links and contacts of Potential Interest

- Saint-Pierre-et-Miquelon Regional Tourism Committee : <http://www.tourisme-saint-pierre-et-miquelon.com/>
- Aquitaine Regional Tourism Committee : <http://partenaires.tourisme-aquitaine.fr/>
- Brittany Regional Tourism Committee : <http://acteurs.tourismebretagne.com/>
- Normandy Regional Tourism Committee : <http://www.pro-normandie-tourisme.com/>
- Poitou-Charentes Regional Tourism Committee : <http://pro.poitou-charentes-vacances.com/>
- Loire Regional Tourism Committee: <http://www.enpaysdelaloire.com/>

Principal sources of information utilized in this bulletin:

CRT Aquitaine, CRT Bretagne, CRT Normandie, CRT Poitou-Charentes, CRT Pays de la Loire, Réseau de veille en tourisme de l'École de gestion de l'Université du Québec, <http://www.veilleinfotourisme.fr/>, DGCIS, INSEE.



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Website : www.cacima.fr

If you are seeking
business opportunities in this sector,
CACIMA and FCCC-AN
can facilitate
your business prospection and
help with establishing new
partnerships



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DE COMMERCE FRANÇAISE
AU CANADA
FRENCH CHAMBER
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IN CANADA

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Dieppe (NB) E1A 1G9
From Canada : 1 506 877 5014
From France : 00 1 506 877 5014
E-mail : direction@ccfcra.ca
Website : www.ccfra.ca



Atlantic Canada – 4 provinces:
 Prince Edward Island (PEI),
 New Brunswick (NB),
 Nova Scotia (NS),
 Newfoundland and Labrador (NL)

Intell-Echo, vol. 1, no. 4, 2014
ISSN 2292-518X

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Editorial Production: Project Lead: Dr. Monica Mallowan, PROVIS Observatory, Université de Moncton, Shippagan Campus, Shippagan, NB, Canada. observatoirePROVIS@umoncton.ca © PROVIS Observatory 2014.

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Tourism in Atlantic Canada

Thanks to the region's numerous **attractions** and the **hospitality** of its inhabitants, the appeal of its many **festivals**, **historic sites**, and **national and provincial parks** as well as its **scenic drives** and extensive **recreational facilities**, the tourism industry in all four Atlantic Provinces continues to grow steadily. However, the **diversification potential** of this sector also remains considerable in light of recent highly promising trends among destinations in the region, including **slow** and **experiential tourism**, **Aboriginal tourism** and **regional cruises**.



A new **global tourism record** in 2012: 1.035 billion international arrivals
 (World Tourism Association and United Nations Statistical Commission)

5 tourism industry subsectors:

hotels, restaurants, recreation and entertainment, transportation, travel services

**Canadian tourism at a glance
 (at the national level)**

- Canada ranks 8th among 140 countries for tourism sector competitiveness
- 17th most popular global tourism destination
- 2nd-favourite destination of French travellers after the USA (423,000 arrivals in 2012)
- Tourism is a \$32 billion industry
- \$81.7 billion in receipts generated by the tourism industry in 2012
- 1.7 million jobs in tourism



Strategic objectives for tourism in Canada

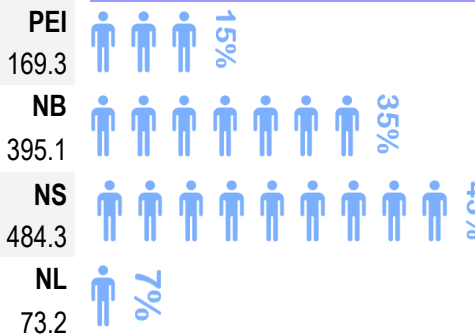
- ◆ Promotion
- ◆ Access
- ◆ Product
- ◆ Workforce

National forecasts

- ◆ 25% of Canadians would like to travel more
- ◆ 68% of Canadians are planning a tourism trip within the next 12 months
- ◆ 66% of Canadians are planning a business trip within the next 12 months



**Total visitors to Atlantic Canada
 (arrivals per province in 000's, 2012)**



Total international visitors to Atlantic Canada (in 000's, 2012)

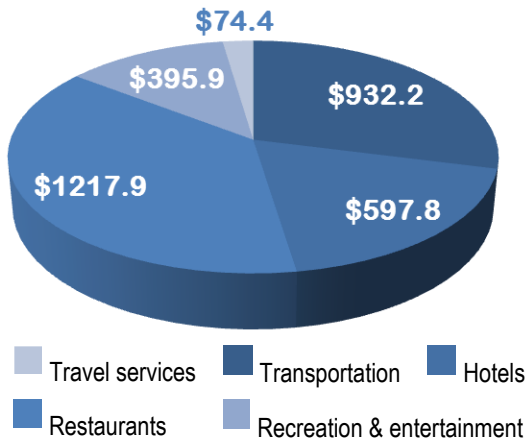
United States	1,016	/ 14,643 tot. Canada
International	305	/ 5,504 tot. Canada
Total	1,321	/ 20,147 tot. Canada

International tourism expenditures in Atlantic Canada (in \$ millions, 2012)

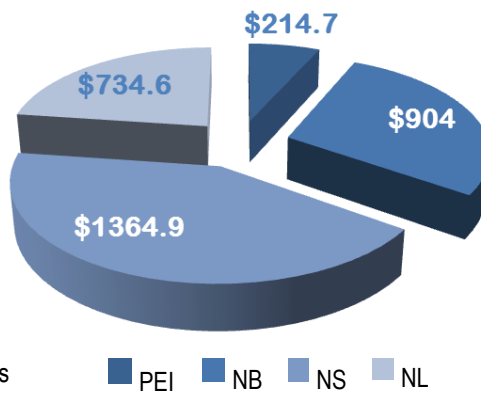
United States	386	/ 6,061 tot. Canada
International	290	/ 5,725 tot. Canada
Total	676	/ 11,786 tot. Canada

The Tourism Sector: Key Figures

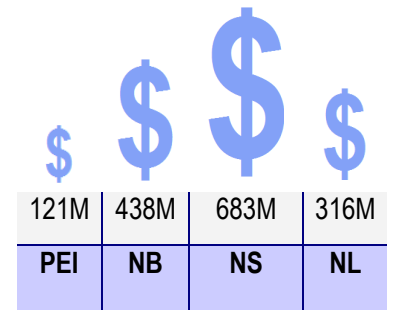
Atlantic Canada breakdown by sub-sector, in \$ millions (2012)



Breakdown by province, all sub-sectors combined, in \$ millions (2012)

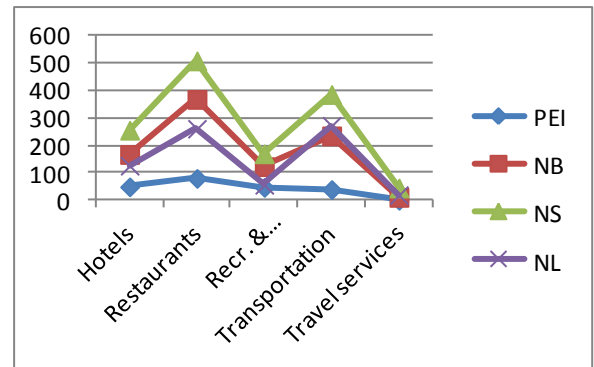


Tourism GDP in Atlantic Canada (2011)



Breakdown by sub-sector and province (in \$ millions)

	Hotels	Restaurants	Recreation & entertainment	Transportation	Travel services
PEI	48.9	79.7	47	39.1	0
NB	167.2	368.3	122.9	235	10.6
NS	255.7	508.7	169.7	386.1	44.7
NL	126	261.2	56.3	272	19.1



Total European visitors to the region (2013)



PEI	176
NB	9,698
NS	46,474
NL	20,471



Air passenger traffic at regional airports (2012)

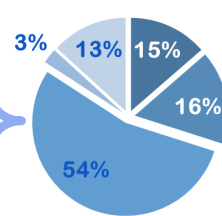


2013: 5.3% increase in number of passengers through Moncton International Airport

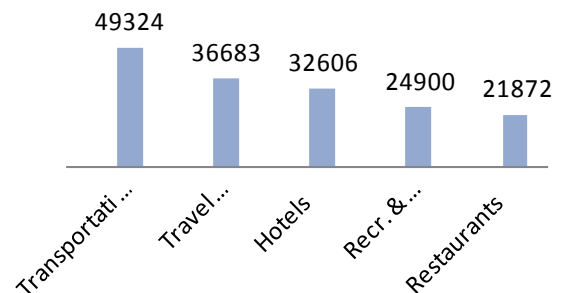
Province	Airport	Passengers (2012)
PEI	Charlottetown	296,000
	NB	
	Fredericton	290,000
NS	Moncton	589,000
	Saint John	216,000
	Halifax	3,506,000
NL	Gander	124,000
	St. John's	1,413,000

Jobs created by sub-sector in Atlantic Canada (2012)

3%	Travel services	2,615
13%	Hotels	13,675
15%	Recreation & entertainment	15,320
16%	Transportation	16,605
54%	Restaurants	56,235



Average annual wages by sub-sector (2012)



Tourism Industry Highlights and Trends



Cruise ship industry

The cruise ship industry contributed an estimated \$90.8 million to Atlantic Canada's economy in 2012. A 10.2% growth trend has been noted in this sector since 2010. Cruise ship passenger and crew arrivals in the region totalled 925,000 for the 2012 tourism season. These passengers spent approximately \$46 million in Atlantic Canada in 2012.

Cruise ship passengers at major ports in Atlantic Canada (2012)

Province	Passengers
PEI	
Charlottetown	95,991
NB	
Saint John	166,616
NS	
Sydney	99,372
Halifax	252,121
NL	
Corner Brook	19,142
St. John's	18,661

SLOW TOURISM provides travellers an opportunity to escape the stress of fast-paced daily life and embrace tourism offerings that help them to adopt a different mindset so they can truly savour destinations, meals and activities in the company of their fellow travellers. Through slow travel and slow tourism, people take in their surroundings at a relaxed pace with an emphasis on **authentic experiences** and taking the time to thoroughly appreciate their destination. Slow travel and slow tourism intermingle with their focus on the ecological and human dimensions and on creating real connections with places and people while travelling in ways that are easier on the environment.

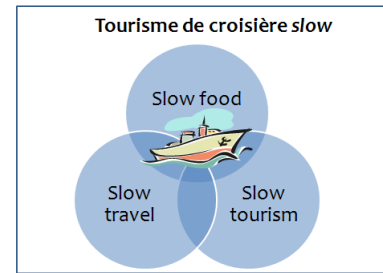
Tourism: a key industry from a regional perspective

Tourism creates wealth, develops our regions and fosters a positive image for our people. Communities also see visitors coming to them to consume products on-site, the impact of which goes beyond that of the tourism product itself to include gas, meals, entertainment and everything else that people tend to spend their money on when they travel. For many travellers, vacation means escape from city life, which, for once, positions rural regions favourably to compete against urban destinations. Because sustainable tourism products are founded on authenticity, a sound tourism strategy involves showcasing existing offerings with a focus on what makes us different and why the trip is worth it. For **Acadia**, the combination of our cultural identity and the coastal experience is a recognized tourism motivator. Understandably, the Commission du tourisme acadien seeks to achieve clarity of our message as well as consistency on the ground. It is consequently crucial to identify and support the champions who are positioned to coordinate their efforts at the regional level and build networks of solidarity that reach far beyond the tourism industry. This requires foresight, and the industry needs training programs that can guide young people who have a vision and a sense of adventure in exploring the available opportunities and bringing new products to market by ensuring that they are effectively connected and trained on new media and ready to implement tangible development strategies in tourism, recreation and hospitality. The **Acadian experience** is a product that continues to offer great potential; it is up to us to take advantage of this.

Robert Landry, Directeur général/Executive Director
Commission du tourisme acadien du Canada Atlantique



A different approach to travel: the regional slow cruise industry



ABORIGINAL TOURISM showcases the ancestral culture and traditions of our First Nations, helping to preserve their heritage while also creating opportunities for sharing traditional Aboriginal activities with visitors. Atlantic Canada has four First Nations made up of 34 communities. Among the many Aboriginal festivals and celebrations taking place each year throughout the Atlantic Provinces, **pow-wows** are a major draw, with visitors learning about the rituals, song, dance, arts and crafts, and culinary traditions of the First Nations.

Aboriginal tourism networks in the region:

- MACS (NS) www.mikmaqculture.com
- Metepenagiag Heritage Park (NB) www.metpark.ca
- Tourism Nunatsiavut (Labrador) www.tourismnunatsiavut.com

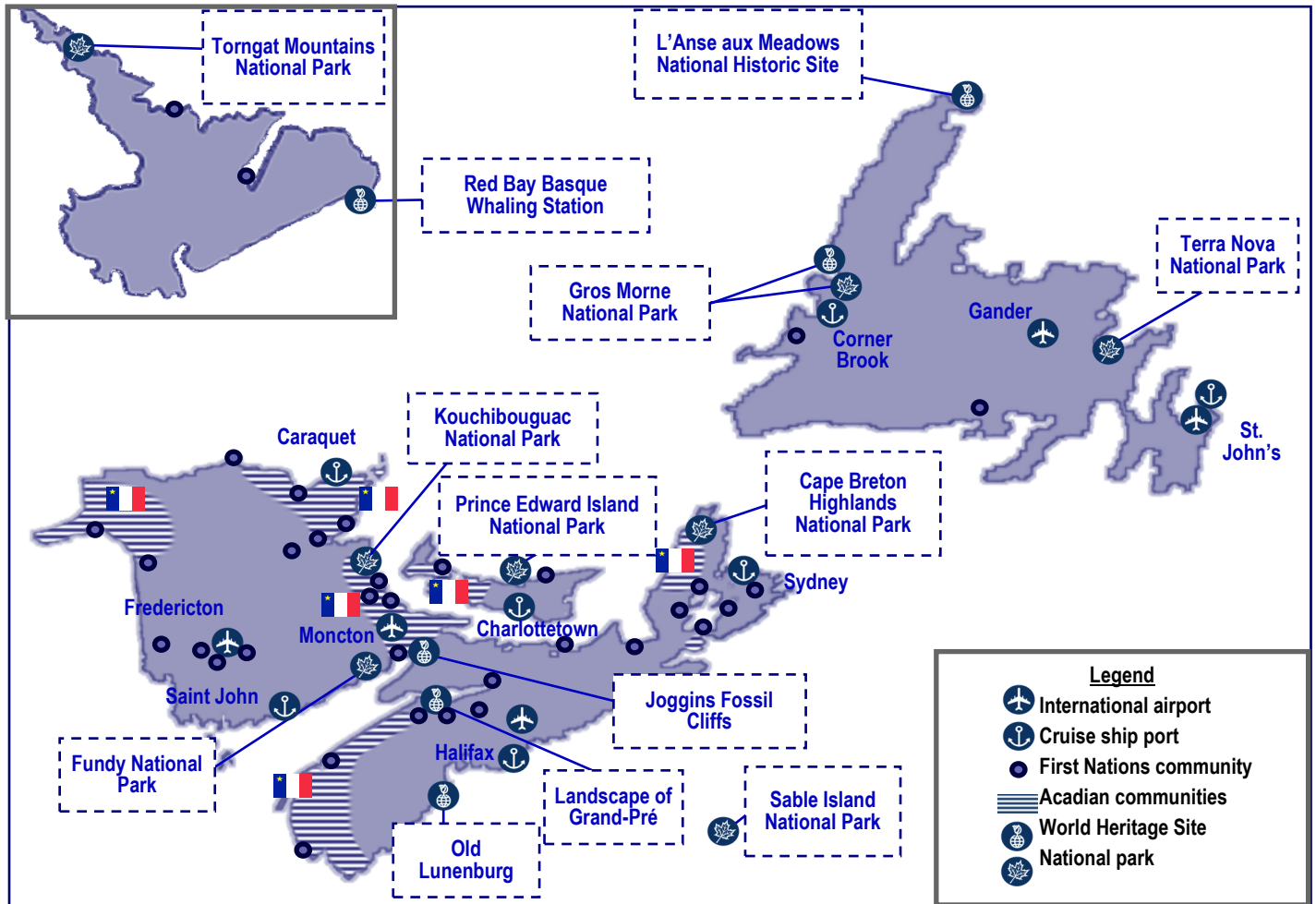


TRAINING PROGRAMS FOR THE TOURISM INDUSTRY



Province	Program	Institution
PEI	Bach. of Business in Tourism and Hospitality	University of PEI
	Tourism and Travel Management	Holland College
NB	Bach. of Appl. Mgmt. in Hospitality and Tourism	University of NB
	Bachelor en gestion du loisir, sport et tourisme	Université de Moncton
	Hospitality and Tourism Operations	NB Community College
	Online program (Tourisme et culture)	Collège communautaire du NB
NS	Hospitality Management	Atlantic Business College
	Tourism Management	NS Community College
	Bach. of Hospitality and Tourism Management	Cape Breton University
NL	Bach. of Tourism and Hospitality Management	Mount Saint Vincent University
	Bachelor of Arts, Tourism Studies	Memorial University
	Hospitality Tourism Management	College of the North Atlantic
	Tourism and Hospitality	Eastern College
	Travel, Tourism and Hospitality	Academy Canada Career College

Tourism Attractions in Atlantic Canada



The following links may interest you if you are seeking to do business in this industry in Atlantic Canada

Tourism Industry Association of Canada (TIAC): <http://tiac.travel/>
 Tourism Industry Association of New Brunswick (TIANB): www.tianb.com
 Travel and Tourism Research Association (TTRA) Canada: <http://ttracanada.ca>
 Hotel Association of Canada: www.hotelassociation.ca
 Canadian Tourism Commission: <http://en-corporate.canada.travel>
 Canadian Tourism Resource Guide: <http://tourismguide.ca>

PEI Dept. of Tourism: www.gov.pe.ca/tourism/index.php3
 NB Dept. of Tourism: www2.gnb.ca/content/gnb/en/departments/thc/tourism.html
 NS Dept. of Tourism: <http://novascotia.ca/econ/tourism/tourism-stream.asp>
 NL Dept. of Tourism: www.tcr.gov.nl.ca/tcr/tourism/index.html

Principal sources of information utilized in this bulletin:

Foreign Affairs, Trade and Development Canada; Industry Canada; Statistics Canada; European Commission



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If you are seeking business opportunities in this region, **CACIMA and FCCC-AN** can facilitate your business prospection process and help with establishing new partnerships



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Regional tourism

