



**Economic Information Observatory**  
a regional cooperation project between  
**Atlantic Canada** and **Saint-Pierre and Miquelon, France**

## Summer and Winter Tourism, Cruises



Canada atlantique (p.1-4)

Saint-Pierre et Miquelon / France (p. 5-8)



## Tourism in Atlantic Canada

### In this issue:

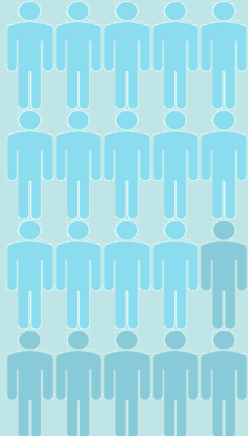
Tourism in Atlantic Canada: An Overview	2
From Golf to Winter Sports...	3
... and from Sight-seeing to Whale Watching	4

The Canadian tourism industry is currently on an upswing powered by numerous ambitious projects and investments in both the public and private sectors. Through this sector made up of **more than 200,000 tourism enterprises** and employing **1.7 million people nationwide**, Canada has successfully positioned itself competitively as a leading global tourism destination. In 2016, Canada welcomed some 20 million international visitors, generating \$20 billion in revenue for the economy, while **Canada's Tourism Vision** is targeting a 30% increase in total international visitors by 2021. As part of this vision, Canada also anticipates doubling its number of visitors from China by 2021, and, last but not least, competing to be one of the Top Ten most visited countries in the world by 2025.

### Tourism in Atlantic Canada is:

- 9,600 businesses
- 57,000 workers
- \$5 billion in revenue

**13,891,794**  
visitors from  
United States (2016)



**6,079,519**  
visitors from  
countries other  
than United States

**\$20.0 billion:**  
generated by foreign  
visitors, or 21.8% of  
total tourism demand

**\$71.6 billion:**  
share of domestic  
tourism spending,  
up 2.5%

**\$91.6 billion:**  
total tourism spending  
in 2016 in Canada, up  
4.2% from 2015

### New tourism partnership announced between Canada and the Atlantic Provinces

Based on the strategic and collaborative approach to tourism, a \$24.5 million joint investment by the federal and provincial governments committed to the **Atlantic Growth Strategy** will go toward supporting tourism operators in Atlantic Canada to ensure they are equipped to offer experiences and products that position the region's tourism offering effectively on the international markets. The total amount will be divided among three separate initiatives: **Atlantic Canada Agreement on Tourism** (\$19.95 million), **Tourism International Marketing Expansion** (\$4.5 million) and **Travel Trade Market Readiness** (\$250,000).

### Tourism industry: Major events 2018, Canada-China Year of Tourism

#### GoMedia Canada 2017

<https://www.media.gomediacanada.com/>

► October 1-5, 2017, Halifax, NS

The 2017 edition of this major nationwide media event, held in Halifax, was attended by more than 150 tourism industry participants, 130 national and international media and Destination Canada in-market representatives.

#### Salon mondial du tourisme

► March 15-18, 2018, Paris, France

<https://www.salons-du-tourisme.com/Paris/Catalogue/Liste-des-exposants/TOURISME-NOUVEAU-BRUNSWICK>

New Brunswick is participating in the SMT in Paris with a dedicated booth (E055), "Nouveau-Brunswick - L'autre province du Canada" ("New Brunswick: Canada's other province").

#### Rendez-vous Canada (RVC)

<http://rendezvouscanada.travel/>

► May 13-16, 2018, Halifax, NS

Considered the largest tourism trade show in Canada and held in a different Canadian city each year, this must-attend annual event brings together sellers of Canadian tourism products and services and buyers from around the world. The 2018 edition, taking place in Halifax, NS, follows on the heels of the 2017 event in Calgary which enjoyed record participation, with 1,840 tourism delegates and operators representing 28 global markets, 32 Aboriginal tourism enterprises and 567 tourism organizations.

#### Atlantic Canada Showcase 2019

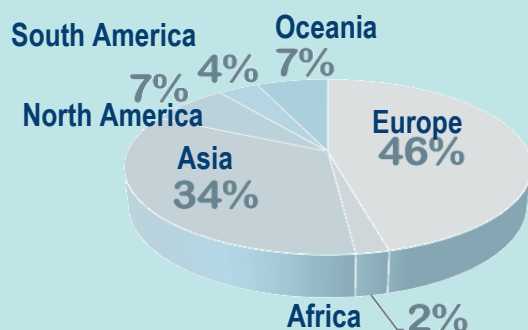
<http://atlanticcanadashowcase.com/>

The next edition of this biannual trade show last held in Fredericton, NB, in 2016, where it drew no less than 140 tourism service providers and 70 buyers of travel products and services, has been rescheduled for 2019 in Newfoundland and Labrador.

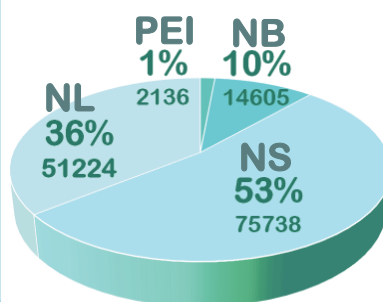
**Sources and most recent available data:** Atlantic Canada Opportunities Agency, <http://www.acoa-apeca.gc.ca/>; Association of Canadian Travel Agencies, <http://acta.ca>; Tourism Industry Association of Canada, <http://tiac.travel/About.html>; Aboriginal Tourism Association of Canada, <https://aboriginalcanada.ca/>; Atlantic Cruise Association of Canada, <http://www.cruiseatlanticcanada.com/>; Destination Canada, <https://www.destinationcanada.com/>; Atlantic Canada Agreement on Tourism, <http://actp-ptca.ca/>; Government of Canada, <https://www.canada.ca/>; Industry Canada, <http://www.ic.gc.ca/>; Newfoundland and Labrador Tourism, <http://www.newfoundlandlabrador.com/>; Tourism HR Canada, <http://cthr.ca/>; Statistics Canada, <http://www.statcan.gc.ca/>; Tourism Technology, <https://tourismtechnology.com/>; Tourism PEI, <https://www.tourismpei.com/>; Tourism NB, <https://www.tourismnewbrunswick.ca/>; Tourism NS, <https://tourismns.ca/>.

# Tourism in Atlantic Canada: An Overview

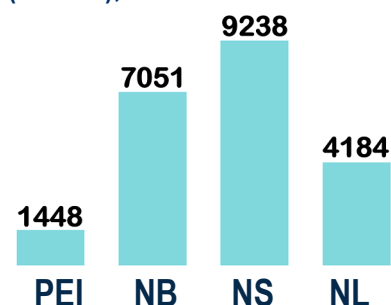
## Total foreign visitors to Canada from countries other than United States, 2016



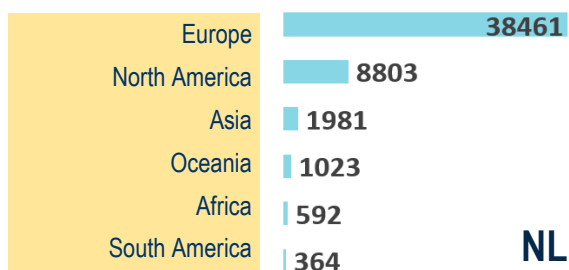
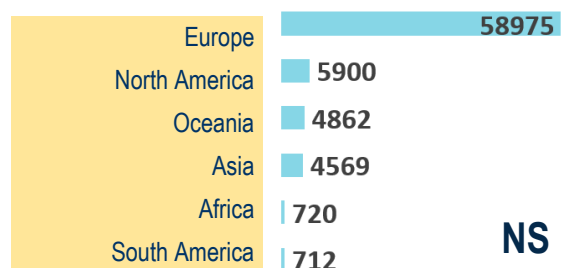
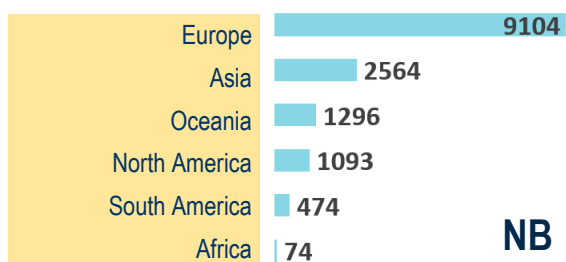
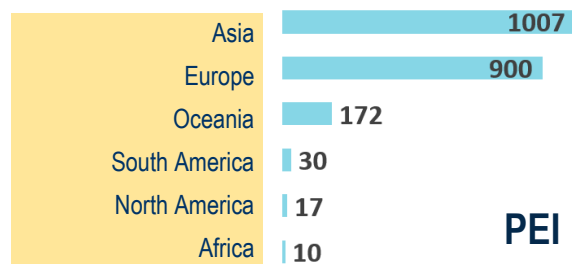
## Total foreign visitors to Atlantic Canada from countries other than United States, 2016



## Total domestic travellers (in 000s), 2016

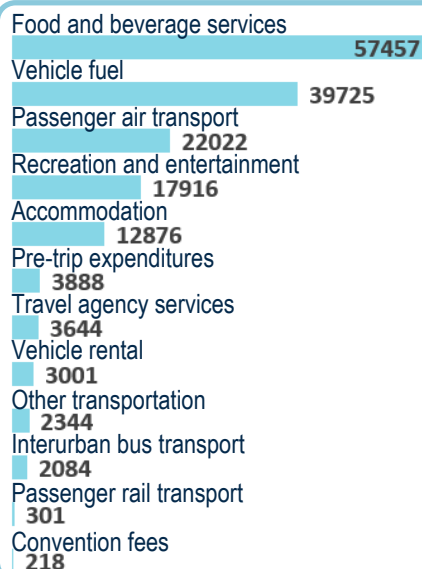


## Foreign visitors other than from U.S. Total travellers by province of entry in 2016



## Tourism GDP (national): \$34.1 billion in 2016

### Supply of tourism commodities \$ millions (national), 2016



## Domestic travel-related expenditures

2016 (in \$)

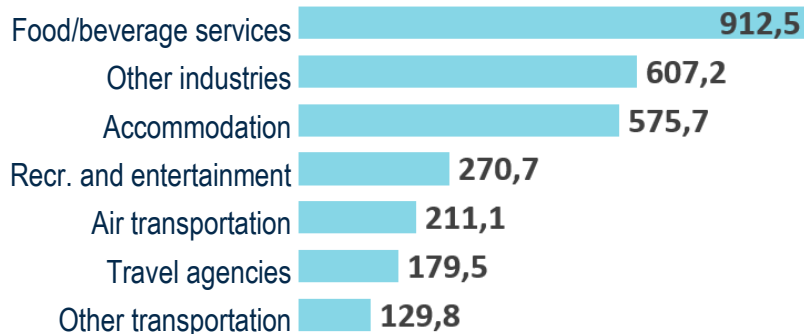
PEI	342,098
NB	1,045,539
NS	1,479,915
NL	969,034

## United States travellers coming to Atlantic Canada, by province, 2016

PEI	4,299
NB	915,138
NS	149,203
NL	22,906

## Jobs generated by tourism (national)

in 000s, 2016





# From Golf to Winter Sports...

## Canadian Signature Experiences (CSE) program

<https://www.destinationcanada.com/en/programs#signatureexperiences>

The **Canadian Signature Experiences** program provides a platform to tourism businesses in Canada for showcasing their products and services around the world and raising awareness about Canada as an international destination of choice. As of August 2017, the Destination Canada website offered visitors a list of 199 outstanding Canadian experiences, including the following experiences in Atlantic Canada:

### Prince Edward Island

- ▶ Lobster Fishing at Its Best – Top Notch Charters
- ▶ Island Flavours Culinary Bootcamp – Holland College Culinary Bootcamps
- ▶ Owner for an Evening – Experience PEI / Red Shores Racetrack & Casino
- ▶ Giant Bar Clam Dig Adventure – Tranquility Cove Adventures

### New Brunswick

- ▶ Hopewell Rocks and the Bay of Fundy Coastal Tour – “Roads to Sea” Guided Tours
- ▶ Catch the Acadian Spirit – Village Historique Acadien
- ▶ Lobster Tales – Shediac Bay Cruises
- ▶ 19th Century New Brunswick – Kings Landing Historical Settlement
- ▶ Walk on the Ocean Floor – Hopewell Rocks
- ▶ Discover L’Acadie Through Your Five Senses – Le Pays de la Sagouine
- ▶ Deep Blues Experience – Harvest Jazz and Blues Festival
- ▶ Search for Whales by Zodiac – Fundy Tide Runners Whale Watching
- ▶ Kayak the Rocks – Baymount Outdoor Adventures Inc.
- ▶ A Taste for the Good Life – Rossmount Inn
- ▶ Touch the Ocean in the Bay of Fundy – Seascope Kayak Tours Inc.

## Prince Edward Island

**Spin-off benefits: 7,700 jobs, \$430 million in revenue**

In the Island’s tourism industry, 94% of visitors come from the domestic market – mainly Nova Scotia, New Brunswick, Ontario and Quebec – followed by the foreign market, led by the United States (primarily New England), Japan, Germany and the United Kingdom. China is also being targeted for market development in the near future.

### Golfing in PEI

From the air, Prince Edward Island looks like a huge golf course, and for good reason:

- ▶ PEI is the **number-one golf destination** in Canada, attracting amateur golfers and international golf legends alike
- ▶ The first golf club in PEI, the **Charlottetown Golf Club**, was founded in 1893, and the Island’s popularity among golf lovers has only increased since then
- ▶ With an area of 5,660 km<sup>2</sup>, PEI (the 23rd-largest island in Canada and the 104th-largest in the world) boasts a **unique geography** made up of low hills and gentle slopes that makes it ideal for golf (the highest point on the Island, Springton, lies just 499 feet above sea level)
- ▶ More than **25 golf courses**, some of which have been designed by internationally renowned Canadian architects including Tom McBroom and Graham Cooke
- ▶ The Island’s golf courses are **among the most scenic** across Canada and have been specially designed to blend in with the local landscape
- ▶ A variety of **golf events and tournaments** are organized every year, with a 10.8% increase in non-member tournaments in 2016
- ▶ The unique opportunity to play **72 holes in 72 hours** while exploring several of the province’s most iconic golf courses
- ▶ The golf season in PEI runs from **April through October**

## New Brunswick

**Spin-off benefits: 42,000 jobs, \$605 million in revenue**

New Brunswick rolls out a white carpet for winter activity enthusiasts: the province is blanketed by 3 to 4 metres of snow on average each year, creating a dream environment for sports lovers (snowmobiling, alpine skiing, cross-country skiing, snowboarding, snowshoeing, sliding) and breathtaking landscapes for all to enjoy.

### Winter sports

- ▶ Ski Crabbe Mountain: the **highest vertical in the Maritimes** and 20 trails
- ▶ **Sugarloaf Provincial Park**: 12 alpine ski and snowboard trails, cross-country ski and snowshoe trails, sliding, a skating rink and snowmobile trails
- ▶ **Mont Farlagne**: outdoor centre offering more than 20 ski and snowboard trails and a freestyle terrain park as well as a tubing park, ice climbing wall and snowshoe trails
- ▶ **Poley Mountain**: family centre renowned throughout Atlantic Canada for its skiing and snowboarding
- ▶ **Northern Odyssey** offers 1,500 km of snowmobile trails in a loop so riders don’t ever have to backtrack. Along the way, they can take part in a variety of adventures: Edmundston – Magnificent sceneries to discover! / Campbellton – At the heart of the Appalachian Mountain Range / Bathurst – Snowmobile capital of Atlantic Canada / Acadian Peninsula – Discover and adopt the Peninsula in the winter / Miramichi – Over 291 cm of snow every year!

# ... and from Sightseeing to Whale Watching

## Canadian Signature Experiences program (cont.)

### Nova Scotia

- ▶ Skyline Sunset Hike – Cape Breton Highlands National Park
- ▶ White Glove Tour – Alexander Graham Bell Museum and National Historic Site
- ▶ Soldier for a Day – Halifax Citadel National Historic Site of Canada
- ▶ Cabot Trail Bike Tour – Freewheeling Adventures
- ▶ Celebrate Celtic Music throughout Cape Breton – Celtic Colours International Festival
- ▶ Nova Scotia Seafood Cooking School – Trout Point Lodge of Nova Scotia
- ▶ Time Travel – Fortress Louisbourg National Historic Site of Canada

### Newfoundland and Labrador

- ▶ Permanence, Impermanence: Architecture in Outport Newfoundland – Fogo Island Inn
- ▶ Quirpon Island Lighthouse – Linkum Tours
- ▶ Western Brook Pond Boat Tour – Bon Tours
- ▶ Picnics by the Sea – Lighthouse Picnics
- ▶ Sagas and Shadows – L'Anse aux Meadows National Historic Site of Canada
- ▶ Eco-Culture Experience™ – CapeRace Cultural Adventures Inc.
- ▶ An Icy Cruise into Nature – Twillingate Island Boat Tours Ltd.
- ▶ The Iceberg Quest – Iceberg Quest Ocean Tours
- ▶ Coastal Close Encounters – Ocean Quest
- ▶ Adventures and Mysteries in the Torngat Mountains – Torngat Mountains Base Camp & Research Station
- ▶ Legendary Whale Wonders – Stan Cook Sea Kayak Adventures

## Nova Scotia

**Spin-off benefits: a record 2.2 million visitors in 2016, \$2.6 billion in revenue**

In 2017, the number of non-resident visitors (staying one or more nights) was up 11% from the start of the year versus the same period in 2016. Visits by road were up by 8 %, while an 18% increase was posted in visits by air. Based on preliminary data, tourism-related revenue for the first six months of 2017 was also up, totalling \$972 million this year versus \$929 million for the same period last year.

### Exploring NS by road

- ▶ Nova Scotia boasts **7,600 km of coastline** and an impressive number of beaches, 125 to be exact! A long boardwalk runs the length of Inverness Beach in Cape Breton, Nova Scotia, with its 1.5 km of golden sand.
- ▶ Covering an area of 55,500 km<sup>2</sup>, the province is home to a remarkable number of sites recognized by the United Nations Educational, Scientific and Cultural Organization (UNESCO), including the **Landscape of Grand-Pré**, a historic symbol for the Acadians; **Old Town Lunenburg**; **Joggins Fossil Cliffs**; the **Southwest Nova Biosphere Reserve**; and the **Bras d'Or Biosphere Reserve**.
- ▶ Exploring **Cape Breton** by road is a mythical experience and has been named one of the top car or motorcycle road trips by North America by Travel + Leisure magazine and MSN Travel, one of USA Today's 10 Best Motorcycle Trips and one of Zoomer's 7 Greatest Road Trips.
- ▶ The **Cabot Trail** remains one of NS's 12 leading attractions, offering more than 300 km of breathtaking look-offs and vistas, Acadian and Celtic-flavoured hospitality, 26 km of mountain hiking trails and many colourful festivals celebrating Nova Scotian heritage, culture and food.

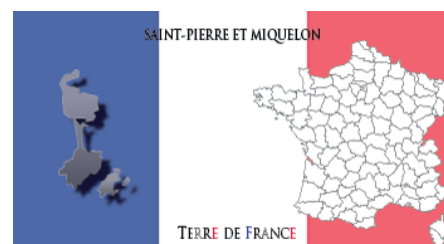
## Newfoundland and Labrador

**Spin-off benefits: \$1 billion in annual tourism spending, 2,600 tourism-related SMEs**

Tourism accounts for 8% of all jobs (full and part-time, seasonal and permanent) in the province, or 18,000 jobs.

### NL: majestic views, unforgettable experiences

- ▶ Carved from **glaciers**, icebergs are 10,000 years of history drifting lazily along the province's coast. April and May are the best months for viewing the largest of these glacial giants in "**Iceberg Alley**," which stretches from the coast of Labrador to the southeast coast of the island of Newfoundland. Although icebergs can be viewed from the coastline, the best ways to see them up close are by boat or kayak.
- ▶ **Whale watching** is one of the most popular tourism activities. Every year between May and September, more than 20 species of whales and dolphins return to feed along the Newfoundland and Labrador coasts. Catching a glimpse of these majestic mammals is an experience of a lifetime, whether from the deck of a tour boat, the side of a sea kayak or, for the more adventurous, inside a diving suit.
- ▶ **Birdwatcher's paradise**: 35 million seabirds from 350 species nest along NL's shores. Numerous protected areas allow birdwatching, including **Witless Bay Ecological Reserve**, home to the Western Atlantic's largest Atlantic puffin colony (with 225,000 pairs) and a colony of 620,000 pairs of black-legged kittiwakes and common murre.



## In this issue:

## St Pierre Cruise Port

5

## Infrastructures

6

## Economic development on land

7

## Interview

8

## St Pierre Cruise Port



Growth in the cruise market and the development of routes in the Saint Lawrence and around Newfoundland are benefitting St Pierre and Miquelon. The number of cruises calling at St Pierre reached a record high in the 2017 season.

2017 season

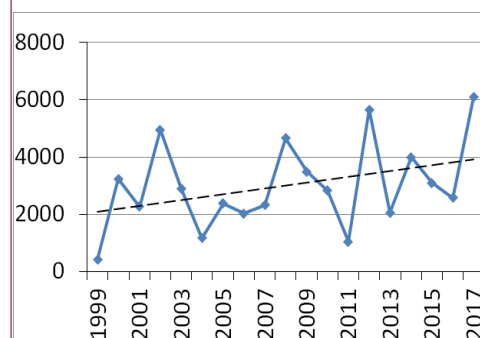
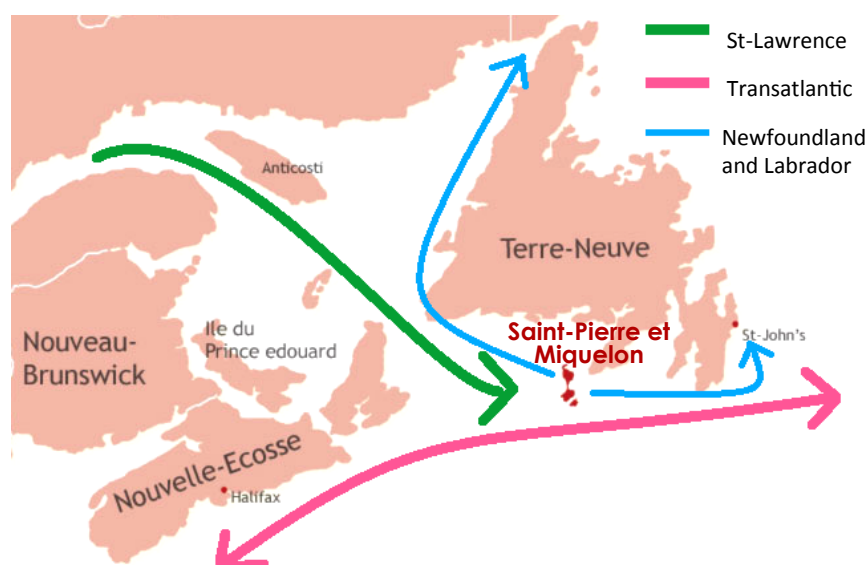
- **19 cruise calls** scheduled, 18 completed
- **10,102** passengers (including 6,085 guests and 4,017 crew members)
- Cruise ships of 101 to 231 metres, 156 metres on average

Strategic advantage provided by Canada's Coasting Trade Act:

The international cruise lines seeking to develop short routes in the Saint Lawrence and/or around Newfoundland are **very interested in calling at the French archipelago**, which is the only **foreign port in the region**. When the crew is not Canadian, calling at SPM or the U.S. allows cruise ships to be governed by much more flexible international maritime laws, thereby avoiding the restrictive Coasting Trade Act.

The number of incoming passengers varies from year to year depending on the number and size of visiting cruise ships, but the trend is positive.

The archipelago contributes to two industry bodies: Cruise Newfoundland and Labrador and the Atlantic Canada Cruise Association. These partnerships raise the destination's profile.

Number of incoming passengers (excluding crew members)Map of the main cruise routes calling at St Pierre



# Infrastructures



## Port infrastructures

### **ON SAINT-PIERRE:**

#### QUAI EN EAU PROFONDE (DEEPWATER QUAY)

- Can dock 300-m ships
- Draft: 9.5 m

#### LE MÔLE DU COMMERCE (COMMERCIAL PIER)

- Three quays of 90, 134 and 170 m
- Draft: 6 to 8.5

#### LE MÔLE FRIGORIFIQUE (COLD STORAGE PIER)

- Three quays of 85, 120 and 123 m
- Draft: 6 to 8.5 m

### **ON MIQUELON:** MAIN QUAY

- 105 m
- Draft : 5 meters



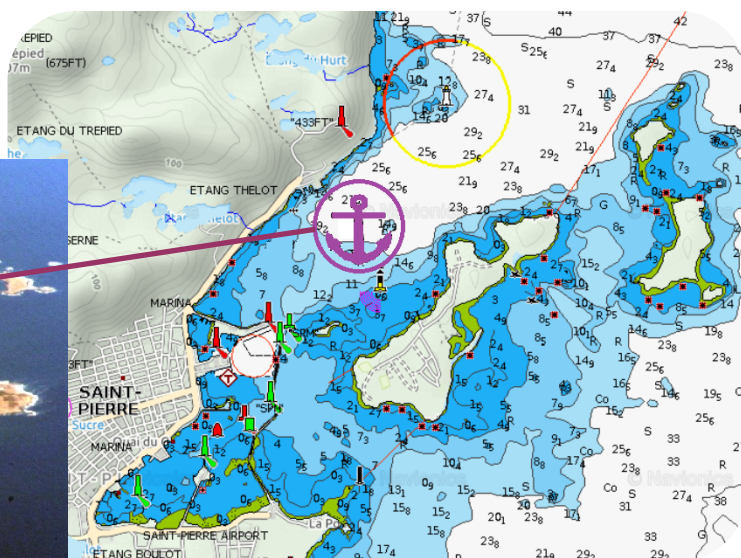
## The benefits of calling at St Pierre and Miquelon

- Simplified customs formalities
- No passenger boarding tax
- French port of call in Canadian itineraries
- Safe and secure environment
- French culture and gastronomy

Work to develop the deepwater quay and build a cruise terminal on St Pierre is planned by the French government in 2018, with an allocated budget of €6 to €8 million for the project.



Miquelon is a leading destination for small touring cruise ships seeking unique experiences.



# Economic development on land

## Proposed excursions (2017 cruise guide)

- ◊ **Coach tours of the island:** two 55- and 33-seater coaches
- ◊ **More personalized driver-guided tours:** two companies provide this service on the island, Caillou Blanc and Frenchi's Tour
- ◊ **Zodiac tours:** organized by the Sailing School, which offers up to three departures for a maximum of 12 people.
- ◊ **Tour aboard the ship Jeune France,** accommodating 120 people.
- ◊ **Guided tours of l'île aux Marins** (Sailor's Island)
- ◊ **Guided walking tours on St Pierre** with different themes, emphasizing the history, architecture or nature



### Information:

The increase in passenger numbers and cruise ship size will require the development of seasonal transport activities, excursions and various services (guides, drivers, interpreters, etc.).

## Welcome policy



Cruise lines want their passengers to receive a warm and sincere welcome in the ports they visit. Therefore, **entertainment is essential to stand out from other ports.**

To promote the welcome offered by St Pierre Cruise Port, the CACIMA and Territorial Collectivity are aiming to consolidate the hospitality offering with regular events.

### Information:

**Any company or association wishing to provide entertainment to passengers calling at St Pierre (music, dance, etc.) is asked to contact the CACIMA for more information on the payment terms and conditions.**

Email: [virginie.chevin@cacima.fr](mailto:virginie.chevin@cacima.fr) or phone: (508) 41 05 30

## Supplying the ships

The cruise ships calling at St Pierre are supplied by various local wholesalers, particularly with fresh fruit and vegetables.



### Information:

**Thanks to the ideas and projects led by private investors in the archipelago, St Pierre Cruise Port could become a good supply point for cruise ships.**

## Local trade



On St Pierre, some businesses have adapted to the cruise clientele by extending their opening hours and promoting their services.

### Information:

**The provisional list of ports of call is available to download on the page:**

<http://www.spm-tourisme.fr/espacepro/croisiere/>



# Interview



## Shipping agent

**Jean-Claude Fouchard**



*His role: the shipping agent uses his knowledge of the port's charges and technical characteristics, as well as the various services available on the archipelago, to prepare for the calling ship. He is appointed and paid by the shipowner.*

*He is required to inform all parties of the ship's arrival and acts as middleman in dealings with the port authorities. He pays all the port call charges directly (customs, pilotage, mooring, wharfage, etc.) and is reimbursed after presenting the final accounts to the shipowner.*

**\* Are cruise lines generally satisfied with the charges and formalities on St Pierre?**

"Yes, the feedback I get is positive. The customs formalities are simple. The speed with which any questions are answered ahead of their arrival, both in French and English, is also much appreciated."

**\* What do cruise ships need most when they pick up supplies on St Pierre?**

"Although cruise ships are largely supplied at departure ports, cruise lines need to buy various foodstuffs on St Pierre to complete their stock, as well as products imported from Europe that aren't available in Canada. I've already had more unusual requests for fresh seafood, flowers, etc. I'm generally told what they need 24 hours in advance."

**\* How do you contribute to promoting the archipelago to cruise lines?**

"I've been to *Cruise Shipping Miami* (now known as *Seatrade Cruise Global*) at least three times, which is the world's leading event in the cruise industry, to promote St Pierre as a port of call. I also show representatives of the cruise lines around the archipelago when they come here. It's usually after those tours that the decision to include St Pierre in the routes proposed by their cruise ships is finalized."

**\* In your view, what is the archipelago's development potential as a cruise port?**

"Thanks to Canada's Coasting Trade Act, St Pierre and Miquelon is a strategic port of call, making it possible to develop short cruise routes around Newfoundland and in the Gulf of Saint Lawrence. So there's demand for calling at the archipelago. As well as the work on the quay and cruise terminal that's planned for 2018, St Pierre also offers the fantastic option of anchoring in the harbour. 2017 is a record year for the archipelago in numbers of calling cruise ships and several have already been confirmed for the 2018 season."

**Contact:**

Mail: [jcfouchard@cheznoo.net](mailto:jcfouchard@cheznoo.net)

Web: [www.shipagent-spm.fr](http://www.shipagent-spm.fr)

# INTELL-ECHO



Are you seeking business opportunities in this sector?  
CACIMA and FCCC-AN can facilitate your business prospection process and help with establishing new partnerships  
(targeted information and network contacts)

**Intell-Écho** is a periodic bulletin published by the Economic Information Observatory, a regional cooperation project between Atlantic Canada and Saint-Pierre and Miquelon. The publication of this bulletin is made possible through the sponsorship of the Atlantic Canada Opportunities Agency in support of 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:** Project Lead, Dr. Monica Mallowan, PROVIS Observatory, Université de Moncton, Shippagan Campus, Shippagan, NB, Canada.  
observatoirePROVIS@umoncton.ca  
© PROVIS Observatory 2017.

**Information Policy:** The aim of this project is to provide useful information to stakeholders seeking to promote regional cooperation between Atlantic Canada and Saint-Pierre and Miquelon. Information supplied herein may be used on the condition that the Intell-Écho be cited as a source.

**Responsibility:** The project team is not responsible for the information resources supplied in this bulletin (content, links, changes, updates, timeliness of statistical data) nor for decisions or actions undertaken based on information supplied herein.



Chambre d'Agriculture,  
de Commerce, d'Industrie,  
de Métiers et de l'Artisanat  
(CACIMA)  
4, boul. Constant Colmay,  
BP 4207 97500  
Saint-Pierre et Miquelon, France  
[www.cacima.fr/blog](http://www.cacima.fr/blog)



PROVIS—UNIV. DE MONCTON,  
CAMPUS DE SHIPPAGAN  
218, J.-D.-Gauthier  
Shippagan NB E8S 1P6  
Canada  
<http://provis.umcs.ca>



Chambre de Commerce et  
d'Industrie Française au Canada—  
Réseau atlantique—Atlantic Network  
(CCFCRA)  
333, av. Acadie,  
Dieppe, NB, E1A 1G9  
Canada  
[www.cfcra.ca](http://www.cfcra.ca)

**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 Préfecture and the Conseil Territorial of Saint-Pierre et Miquelon, in support of the Atlantic Canada Opportunities Agency's programs for research initiatives, linguistic minorities and business development, and the Province of New Brunswick, as well as the University de Moncton, Shippagan Campus and the Prefecture and Territorial Council of Saint-Pierre and Miquelon.

**Editorial Production:** Project manager, Mrs. Janick CORMIER, chambre d'Agriculture, de Commerce, d'Industrie, de Métiers et de l'Artisanat.  
[Intell-echo@cacima.fr](mailto:Intell-echo@cacima.fr)

© Observatoire CACIMA 2017.

**Information Policy:** The aim of this project is to provide useful information to stakeholders seeking to promote regional cooperation between Atlantic Canada and Saint-Pierre and Miquelon. Information supplied herein may be used on the condition that the Intell-Écho bulletin be cited as a source.

**Responsibility:** The project team is not responsible for the information resources supplied in this bulletin (content, links, changes, updates, timeliness of statistical data) nor for decisions or actions undertaken based on information supplied herein.