



Yarmouth Acadian Shores

WHERE THE STARS ALIGN

Yarmouth and Acadian Shores
Tourism Association
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#visityas



March 8th, 2019

Attention: YASTA Partners

Town of Yarmouth - Jeff Gushue, Gerry Veran and Mayor Pam Mood
Municipality of the District of Yarmouth - Victoria Brooks, Greg Shay and Warden Leland Anthony
Municipality of the District of Argyle - Alain Muise and Warden Richard Donaldson
Marketing and Promotions Levy Advisory Committee - Brian Rodney, Tammy Nickerson and Michelle McAulay

Dear YASTA partners.

In an effort to facilitate your budget process I would like to provide you with YASTA's projected funding requirements for core funding and project funding for 2019-20 fiscal.

1. Core Funding

YASTA is requesting **\$67,250.00** per partner for **2019-20 fiscal year**.

2. Project Funding

YASTA is requesting **\$10,500.00** per partner for **2019-20 fiscal year**.

2018 was a tremendous year for tourism in Yarmouth & Acadian Shores (YAS). The region experienced significant growth with over 70,000 room nights sold. Yarmouth & Acadian Shores was one of only two regions that experienced growth in 2018, with room night sales increasing 10% over 2017. The region also saw a 5% increase in occupancy rates and revenue per room. Tourism operators have invested in their businesses and created more local jobs in response to visitor demand. 2018 saw new restaurants, tourism experiences and infrastructure investment throughout the region.

Clearly our tourism industry has shown excellent growth. Your regional efforts have had an impact and generated positive results. In 2010, tourism revenue in Yarmouth & Acadian Shores was 43 million. Less than ten years later, regional tourism revenues have increased to 70 million. The impact of investing in tourism marketing and product development is obvious.

During 2018 YASTA utilized your investments to increase website traffic (47%) and engagement (85%). The intent of attracting more users to our site is to inform visitors of experiences, events and attractions in the region and motivate them to stay or spend more time and money. YASTA has achieved these positive results through constant investment in digital content, paid tactics and strategic partnerships. YASTA has also utilized your investment to increase user generated content on our website, develop new tourism products, and attract events.

In 2019 YASTA plans to continue to invest in digital strategies, strategic partnerships and events that leverage your investment. We hope these efforts will result in increased visitation, room nights sold and job growth. The project funding for 2019-20 will be used for additional marketing and product development projects including a potential ACOA project that is intended to improve our regional presence on Google®.

Funding breakdown:

\$67,250⁰⁰
\$10,500⁰⁰

Core funding (0.651% increase vs. 2018-19)
Project funding (No increase vs. 2018-19)

TOTAL:

\$77,750⁰⁰

Per YASTA partner for 2019-20 budget

I will be providing a budget for you before the end of March 2019. I am available to meet with you if you require any other information. Thank you for your continued partnership and support.

Sincerely

Neil MacKenzie
Executive Director
Yarmouth & Acadian Shores Tourism Association

Councilor Wade Cleveland
Board Chair
Yarmouth & Acadian Shores Tourism Association