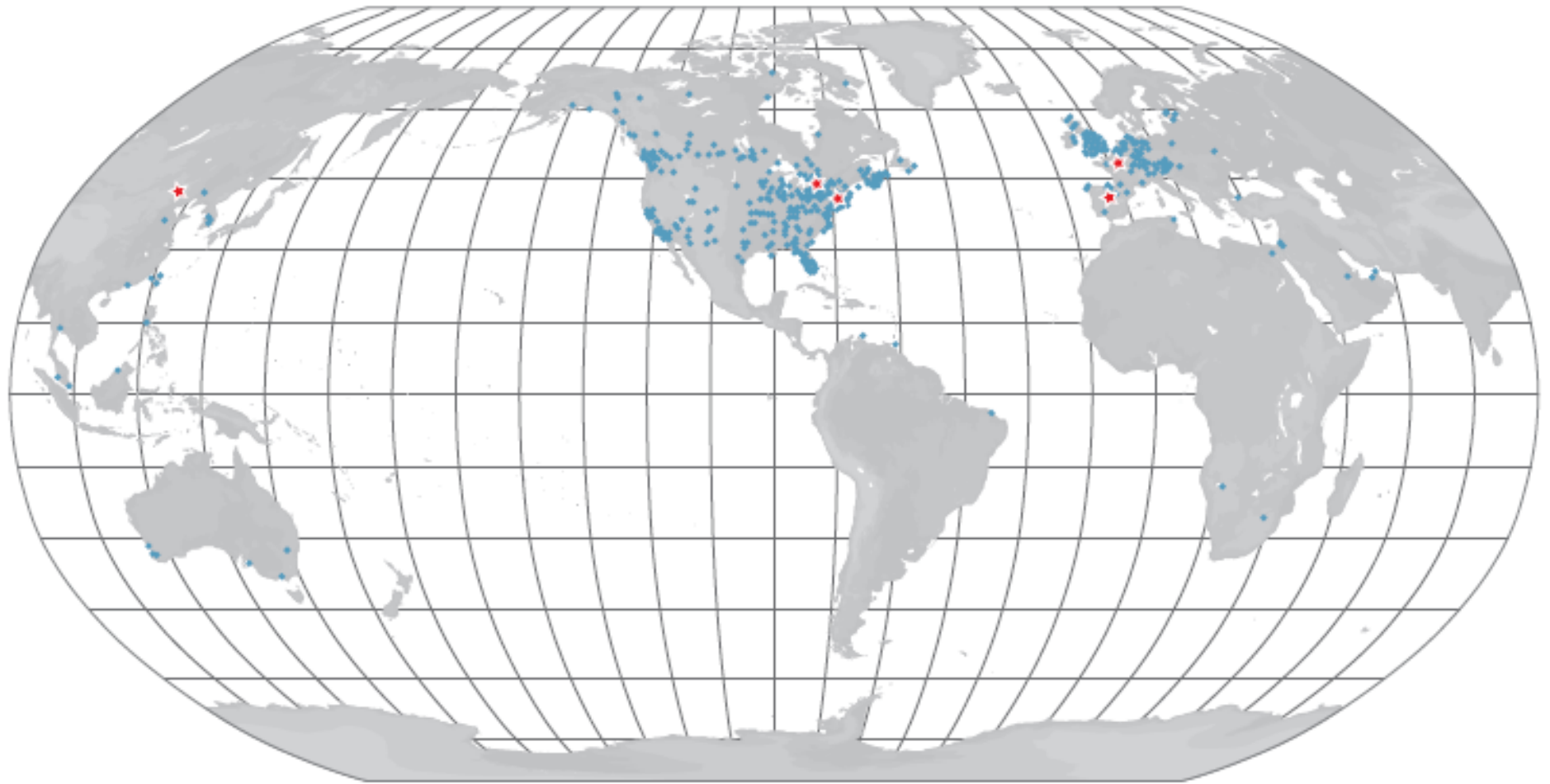


Cultural Tourism and Creativity: Meeting the Needs of the 21st Century Cultural Traveler



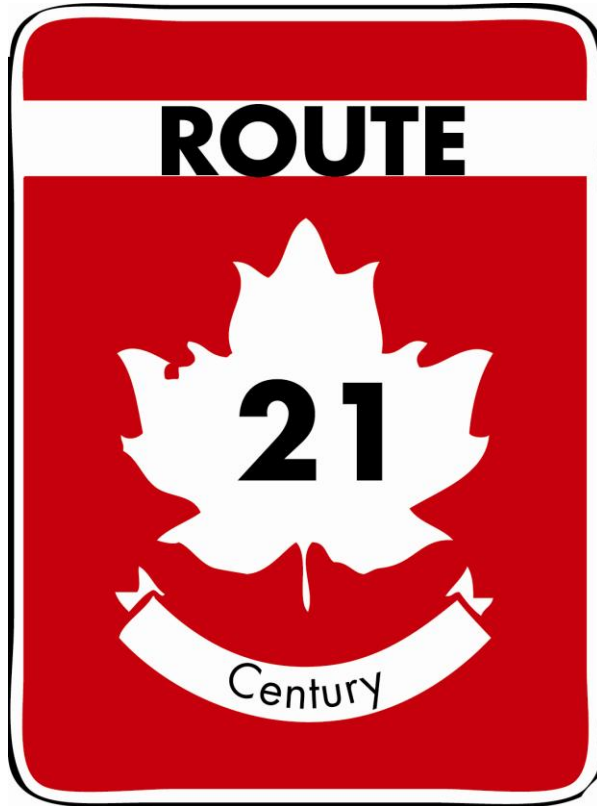


★ Full Service Office ● Projects

Lord
Cultural Resources

1600 projects
41 countries
6 continents
1 mission...

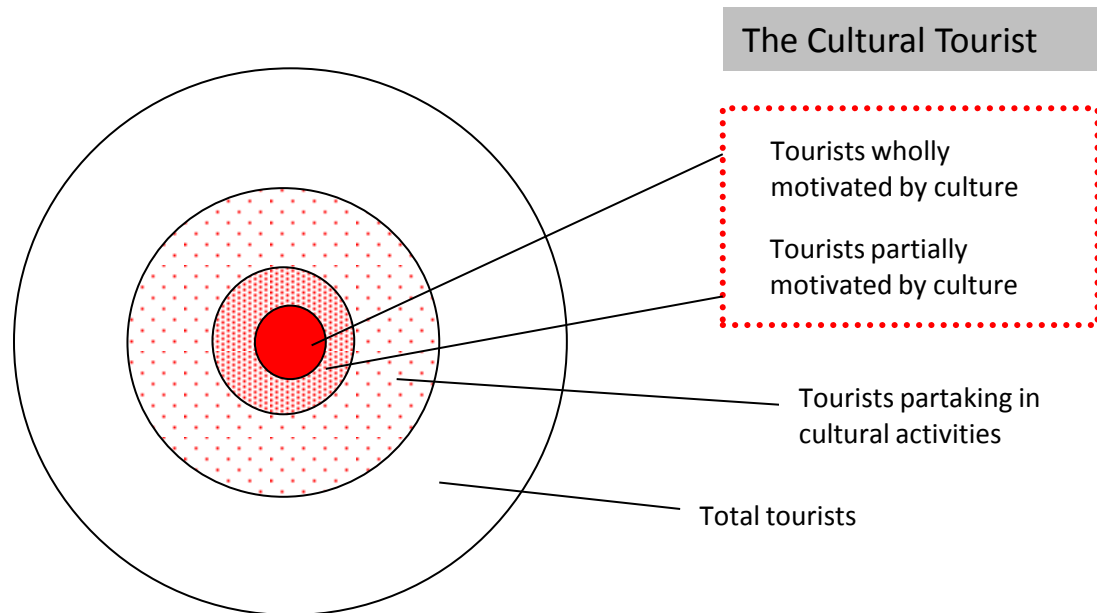
Lord
Cultural Resources



How to attract the
21st CENTURY
CULTURAL
TRAVELER

WHAT IS A CULTURAL TRAVELER?

Those who travel wholly, or in part, for the purpose of arts and culture (as their main motivator)



THE GAME

YOU



Try to attract 4 different cultural travelers to come to Nova Scotia...



...by 'selling' your respective attractions

The rest of the audience will use these Calling Card/Voting Card, to vote on whether or not you've got what it takes.



These cultural travelers are thinking about coming to Nova Scotia...



François Côté



Brad King & his family



John Clark and
Lorraine Johnson



Sarah Aranha

**ARE YOU
READY FOR
THEM?**



JOHN CLARK AND LORRAINE JOHNSON



Age: **64 years & 71 years**

Live in: **Oakville, ON**

Profession: **Retired, former PR and business**

Income: **\$80, 000-\$125, 000/year**

How often do you travel?:

2 x year, one of which is for a full month the other for about a week

who travel with...
...each other



DR. BRAD KING



Age: **47**

Lives in: **Kingston, ON**

Profession: **Management Consultant**

Income: **\$125,000/yr +**

How often do you travel?: **About once a month for business, and about 1-2 x year for pleasure.**

who travels with..

...his wife and 3 daughters



FRANÇOIS COTÉ



Age: **38**

Lives in: **Montreal, QC**

Profession: **Carpenter, former chef, restaurant owner, architect**

Income: **\$40,000-\$80,000/yr**

How Often Do You Travel?: **1 big trip every other year; 3-4 short- 2-3 day trips**

who travels with..

...his girlfriend



SARAH ARANHA



Age: **26**

Lives in: **Toronto, ON**

Profession: **Teacher and reservist, Royal Canadian Air Cadets**

Income: **\$40,000-\$80,000/yr**

How Often Do You Travel?: **2-3 trips a year**

Who travels with..

...her friends (or alone).



Cultural traveler DEMOGRAPHICS



- Higher income



- More educated



- Any age- although Baby Boomers and 'young professionals' are key demographics (**Aging Market)



- Emerging market: New Canadians/1st Generation Canadian



- Take frequent short trips



TREND

More than 20% of Canada's population is foreign born- by **2031**, **this will grow to 28%**. Statistics Canada

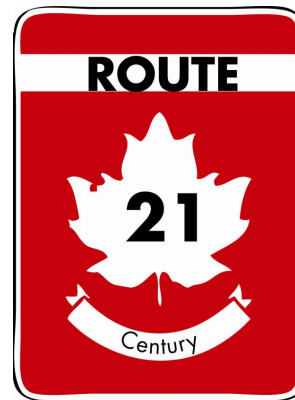
Canadians change careers 3-7 times in a lifetime, and may hold an average of 10 jobs.

Many identities and many interests.
Experienced travelers.
Many options of places to go.

1.

Based on the initial information about each of these 4 people-

what do you think would attract each of them to Nova Scotia?



TIP

Do you offer a cultural experience for business travelers?

Do people at home know where to take visiting friends and relatives?

How well do you accommodate an aging population? Non English-speakers?

Do you have something for the traveling companions?

Do you accommodate solo travelers?

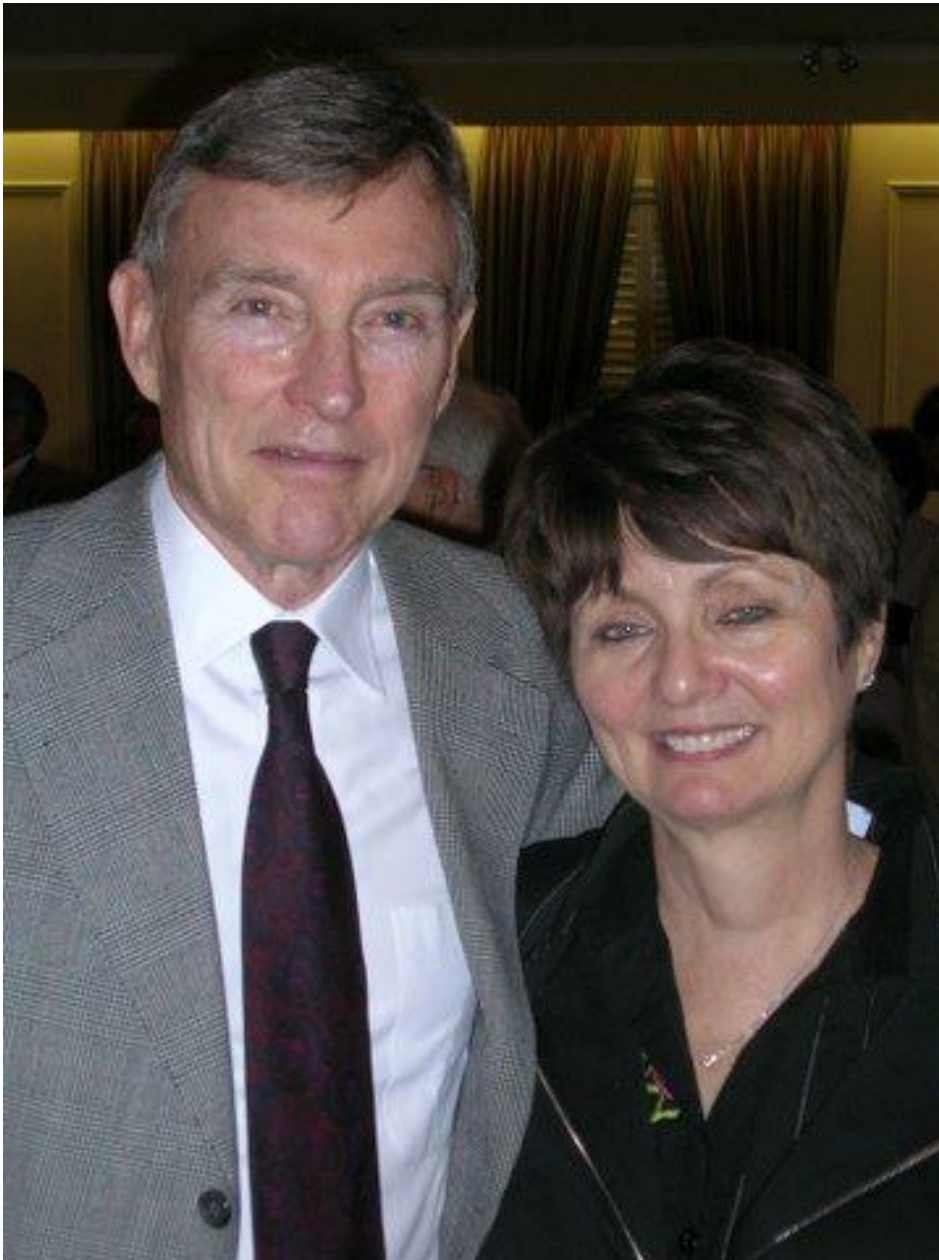
**WHY DO YOU
TRAVEL?**



I try to plan my trips around performances or exhibitions or special festivals or fairs that are taking place

ONLY IN THAT PLACE that I'm visiting.

That's really exciting.



I LIKE TO LEARN stuff-

well that's why we went to Ottawa. We'll probably go to Washington for the same reasons- to see the museums. I like to paddle around museums and galleries.



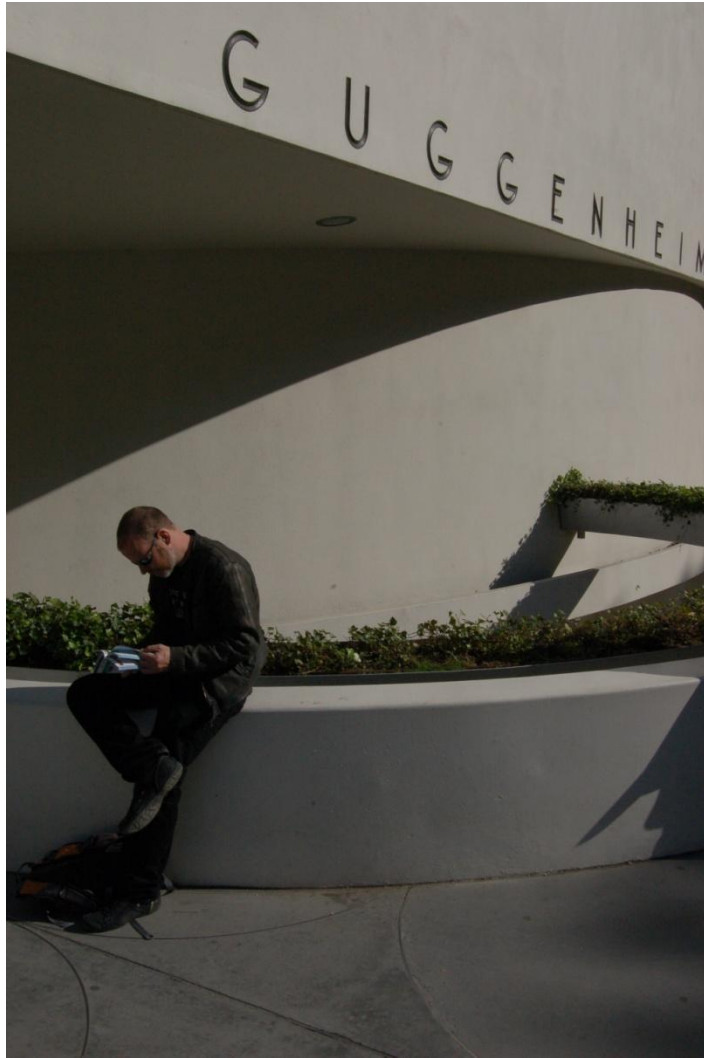
In order for us to have a good vacation, **THE KIDS HAVE GOT TO HAVE FUN.** The kids are the primary drivers of where we go. We do want to have a mix of things for them to do. For them fun, is a fairly elastic term. It can be as simple as going for a hike. My oldest daughter actually likes museums.



I travel for **FREEDOM**. I want to experience something you don't do everyday. I don't travel in the big cities- I'm more a voyageur for the country. I want to meet the old people, see the architecture, eat good food..."



We go to Florida to **ESCAPE THE WINTER** and to be with friends and family. We're at that point in our lives. I smashed myself so thoroughly a few years ago, the doctor and Lorraine don't want me to do active things anymore...



When I travel there are **SPECIAL PLACES** I want to go. When I went to France- I had to see the museums. Then I drove to the Guggenheim even if it was out of the way. I spent 2 days around that Museum in Bilbao.



I have aunts who have come to visit. And my grandparents have come to visit from India. When they come to visit we go to Niagara Falls- a **'MUST SEE'** for many visitors, we take them to the CN tower, we take them to the many neighbourhoods within the city, experiencing a variety of food....

Cultural Traveler MOTIVATIONS

- Something **NEW**
- Something **UNIQUE**
- Something **ICONIC**
- An **ESCAPE**
- **HIGH IMPACT** 'time specific' cultural events
- Something for **THE KIDS** to do
- **'SHOW OFF'** to visiting friends and relatives

TREND

John Falk:
EXPLORER
PROFESSIONAL/HOBBYIST
EXPERIENCE SEEKER
FACILITATOR
RECHARGER

CTC: Explorer Quotient:

CULTURAL HISTORY BUFF: solitary traveler

PERSONAL HISTORY EXPLORER: understand ancestry and heritage

CULTURAL EXPLORER: active traveler

AUTHENTIC EXPERIENCER: path to personal development

REJUVENATOR: disconnect and get away

No Hassle Traveller: escapism

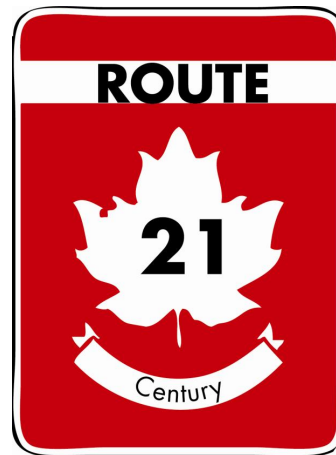
Free Spirit: thrill seeking hedonist

Gentle Explorer: likes familiar surroundings

Virtual Traveller: prefers the staycation

What do you offer here in Nova Scotia that will appeal to these motivations?

2.



TIP

Is there something here that can't be found anywhere else in Canada?

Are there festivals and events that attract world-renowned performers.

What are the icons of Nova Scotia?

Are there family cultural attractions?

Do all segments of residents know what to show-off to visiting friends and relatives?

**Q: WHAT DO
YOU REQUIRE
OF A
DESTINATION?**



Basic requirements of a trip? **ABSOLUTELY BUDGET.** I want to make sure that I am able to afford to take part in whatever a particular city has to offer. Knowing I can actually pay the admission to get into museums, pay the entrance fee for historical sites, actually attend events...

As I get older I get more crochety. **MY PET PEEVE IS WHEN THINGS DON'T WORK.**

Like if there's a huge line-up because a tourist bus came in and there's only one person at the front desk. I go nuts.

Medically, I require a treadmill or somewhere to walk close by. It drives my daughters crazy but I need to do exercise every day.



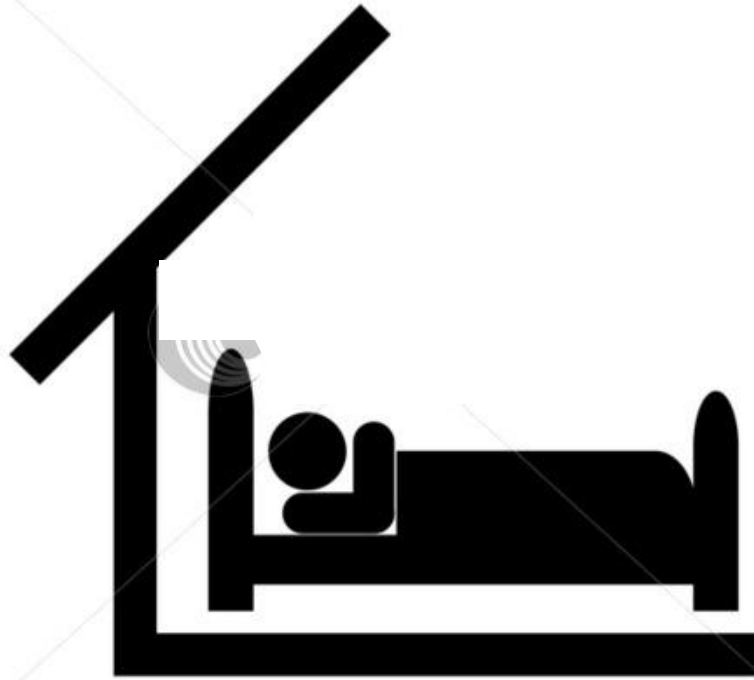


I LOOK FOR A HIGH LEVEL OF CREATURE COMFORT. A good hotel, restaurants and bars... I'm not looking to 'rough it' when I go on holiday.



I ALSO LOOK FOR ENERGY-SAVING INITIATIVES

by the hotel I'm staying in. I like if there's an option for them NOT to change your sheets every night. I like when they ask you to re-use your towels. Turn-off the lights. These initiatives go a long way in people enjoying their visit and knowing they're not being wasteful.



When I get to place- the first thing I look at is where I'm going to sleep. And what I'm going to eat. I like places that **REFLECT THE CHARACTER OF THE PLACE** I'm in. I like it to feel real.



I'm not in the position right now where I have a lot of control in creating that experience. Like a lot of guys I probably defer to my wife to do that for me when it's a family vacation. She wants a Chinese menu. She wants to be able to **PICK AND CHOOSE.**

Expectations of the CULTURAL TRAVELER

The cultural tourist does similar activities at home when away. He or she is as likely to visit museums at home as when traveling.

- **Accessible**
- **Authentic**
- **Quality Experience**
- **Welcoming**
- **Socially responsible**
- **Range of activities for different budgets.**

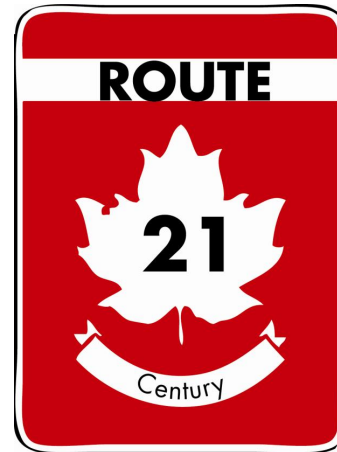
TREND

Agency and participation

The rise of the **PROSUMER**
INTERNET AND SOCIAL MEDIA
Expectation of being able to **PICK AND CHOOSE**

How Do You Meet These Requirements?

5.



TIP

Do you partner with others to create a 'cluster' of cultural experiences?

Do you offer an accessible experience?

How much choice do you provide visitors to 'make their own experience'?

Are you socially responsible?

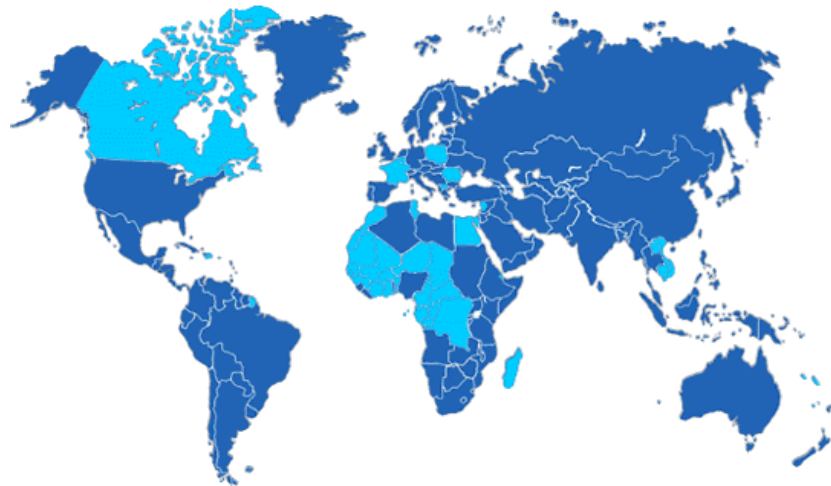
How authentic are the experiences on offer?

**WHAT DRAWS
YOU TO A
PLACE?**



I go back primarily to visit family. It's not only to visit family, it's to make sure that my kids, who are Ontarioan born and raised are **CONNECTED TO THEIR ROOTS** as well. I want to make sure they understand that part of my background is coming from a coal mining town. That means not only exposure to their relatives who have done that and are now retired, but also taking them to places like the Miner's Museum....

I feel connected to any place where French is spoken. **I WANT TO MEET AND SPEAK TO PEOPLE WHO SPEAK MY LANGUAGE.** If I go to Vietnam, Africa, New Brunswick– I see how French has affected the culture there.





I TRAVEL WHEN I HAVE PEOPLE I WANT TO BE IN TOUCH WITH, and people to meet with. Often I'm traveling because I want to meet up with my family with my friends- and that's the prime reason that I travel.

One of my big trips coming up is to research our ancestors in Ireland. In spite of my children not being particularly interested- **I WANT THEM TO HAVE OUR FAMILY HISTORY AVAILABLE TO THEM** and their kids when I'm gone. I'm going to make it a condition of their inheritance- you have to read my notes on the family before you get a bloody dime.





I WATCH A LOT OF MOVIES AND READ A LOT OF BOOKS. If I

see a location in movies I want to go there. If the guy who wrote a good book comes from a place- I find out where he's from, and I plan to visit.



I RECEIVED A BURSARY TO LEARN FRENCH AS A SECOND LANGUAGE and to be in an immersion program in Clare Nova Scotia. One of my professors at the time told me that it was a really pretty place and I would love the east Coast. I had never been at the time- this was in 2006 so I thought I'd give it a shot since I heard lovely things about the people and the place itself.

TREND

Creative
Workers
represent 30%
of the
population.

LOOKING FOR MEANING

Connect with family

Personal connection to place

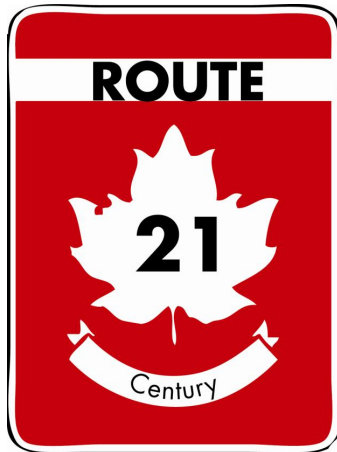
Creative Economy:

Professional and Personal
Development

Those who travel for

meaning, want to COME
BACK

3.



What do you offer here in Nova Scotia that will appeal to these personal motivations?

TIP

Do you offer any way of personalising the trip?
Mementos and souvenirs?
Ways of leaving a legacy or bringing something home?
Ongoing connection (do you stay in touch?)
Do you provide an opportunity for your visitors to meet others?

**DO YOU LIKE TO
PARTICIPATE/
DO SOMETHING
CREATIVE ?**



I think actually **PARTICIPATING** in whatever is going on where I'm visiting is a great way to experience a new place and it's **A GREAT WAY TO REALLY GET THE MOST OUT OF YOUR TRIP**. I do paint and I take photographs so I think that I would be looking for opportunities to do that wherever I am.

WE ARE MAINLY HAPPY TO WATCH THINGS GOING ON.

When we go to towns like Ottawa or Paris we take a bus tour as quickly as we can to get an overview of the place. I'm happy doing that. We always buy a recording device at galleries and museums- plug our heads in and listen You learn more faster that way.





I once had an experience where I took part in a Master cooking class that I came across in a village in France. It was completely unexpected and I loved it. **I GOT TO COOK WITH THE LOCALS**, and I learned some new techniques which I brought home with me.

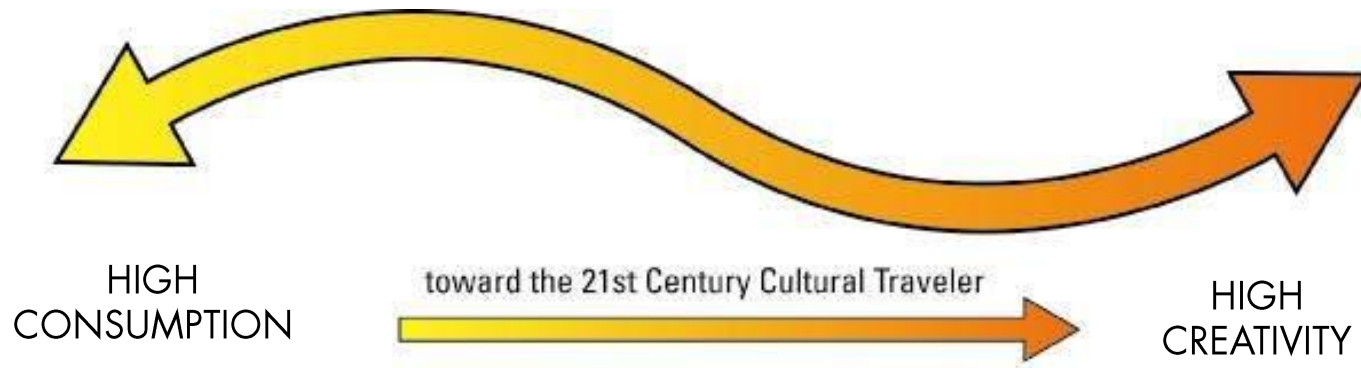




I would like to have a participatory experience. **AN OPPORTUNITY TO PARTICIPATE IN PLAYING MUSIC.** To me that would be a lot of fun. An opportunity to play sports- that would be fun. That would be alright – even at my age- that would be a lot of fun. And you can involve the kids in that too....

CREATIVE TOURISM

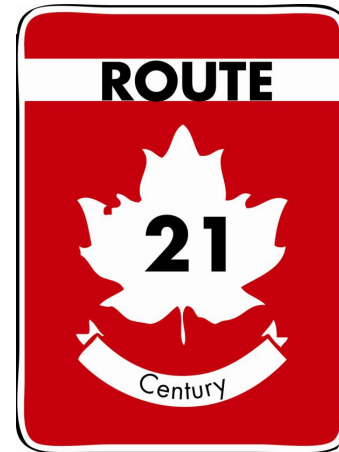
“Tourism which offers visitors the opportunity to develop their creative potential through **ACTIVE PARTICIPATION** in courses and learning experiences which are characteristic of the holiday destination where they are undertaken.” Greg Richards and Julie Wilson



The Creativity Continuum

What experiences do you offer along the creativity continuum?

4.



TIP

Do you offer an opportunity for creativity and participation for all demographics and motivations?

Do your visitors know about it?

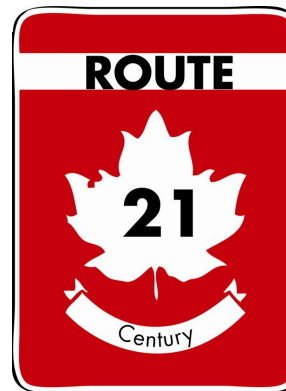
Do you provide some kind of 'certification' for the experience?

Do your festivals and events maximize on opportunities for creativity? (e.g. classes, lectures, workshops, seminars etc.)

ARE YOU READY?



TIME TO PUT OUT YOUR CALLING CARDS!



www.lord.ca

www.culturalchange.ca

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