

# Tourism Strategy and Interpretation Framework

## Final Report



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# 1 EXECUTIVE SUMMARY

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## 1.1 Introduction

Grand Pré is a small hamlet in rural Nova Scotia with an exceptional cultural landscape. The intact dykelands at Grand Pré are an example of the Acadian tradition of turning wetlands into highly fertile farmland. Grand Pré and its neighbouring communities respect and appreciate their heritage, they understand the dynamics that support a contemporary agricultural culture and they believe in their future. The initiative to secure World Heritage status for the Grand Pré dykeland is a vast opportunity. It is the natural evolution to the true and coveted destination status of an area which has been a choice of visitors for more than a century.

World Heritage designation offers a refreshed *raison d'être* for Grand Pré and area - not only a renewed visitor focus but also to support and sustain the agricultural industry that thrives on this land. It offers the opportunity for new economic development and new views on the historic tale of Grand Pré.

This report aims to contribute valuable information to the development of the Grand Pré dossier for World Heritage status and to this end it outlines:

- A Tourism Management Plan - a scalable plan to manage visitors
- An Interpretive Framework - options for interpretation of the values of the designated site
- Legacy Options - that will benefit Grand Pré with or without World Heritage designation
- A Tourism Development Framework – to guide tourism development throughout the “region”
- Overall impact analysis – impact on the community with designation.

The recommendations presented in this report build upon the strong base of tourism infrastructure that currently exists in the area. We feel that the recommendations are achievable and would benefit the community with or without UNESCO World Heritage designation.

The Statement of Outstanding Universal Value (OUV) which serves as the underpinning of the proposal for World Heritage designation outlines the exceptional nature of the landscape. For tourism, it articulates the unique selling proposition of Grand Pré and area for the visitor.

*“Grand Pré is an enduring and inspirational cultural landscape, an outstanding example of a distinctive community-based approach to farming in 17th and 18th-century North America and through its 20th-century memorials an exceptional example of a place of tragedy that has become a symbol for all humanity of hope, perseverance and pride.”*

## **1.2 Tourism Management Plan**

To build an appropriate and sustainable Tourism Management Plan for the World Heritage Site in Grand Pré and area we have described the future in terms of the opportunities that are presented by World Heritage designation.

We recommend the following elements to help manage visitor flow around the site:

### ***A view plane of the landscape***

The impact and scope of the exceptional story of a living landscape is diminished without the opportunity to view the expanse of the land and the scope of the achievement. Parks Canada has purchased a strategic piece of land above the National Historic Site. This viewing opportunity supports the OUV by providing an unobstructed view of contemporary farming activities using the dykes, the roads and the plot plans which supported past generations.

### ***Controlled visitor movement***

Visitors will travel to Grand Pré expecting to interact with key features of the designation. They will want to view the dykes and working aboiteaux. We understand that any access to the dykelands will have to be negotiated with the Marsh Body by the Advisory Board. We recommend that these discussions begin in order to develop controlled access and interpreted and guided tours for groups of visitors. These tours would be opportunities for individuals, cruise and convention goers, school groups and clubs to experience the marshlands outside the National Historic Site for a high-quality experience.

It is not recommended at this time that priority effort be invested in developing tour product for the motor coach market. However, there are segments of niche interest that continue to travel as groups.

Depending upon the outcome of negotiations among stakeholders we recommend the following experiential tour opportunities:

- Physically connect the “stories” of the dykelands with the key features of the site: the National Historic Site; Horton Landing; the view plane area above the National Historic Site; and the dykelands themselves. A variety of tours has proven successful at the UNESCO site in Joggins, Nova Scotia
- The Acadian story is well-described, but the stories of the Mi'kmaq First Nations people and the Planters could be told. Local “storytellers” and farmers could be engaged as interpreters
- A tour with an archeologist - the archeological digs underway at the National Historic Site
- A group tour designed to host cruise ship visitors while in port in Halifax
- A visitor experience that would feature the natural marshland outside the dykes in the buffer area - including the bird sanctuary, the grasses and the natural features of the salt marsh and tides
- A tour to include a tidal interpretation of the Minas Basin at high and low tide every day that could be “moon permitting”,

The tours could be revenue generating. You may consider test-driving three tours in year one with careful attention to impact measurement. Additional tours could be added to the inventory with adjustments as required.

### ***Interpretive walking trail***

We recommend that the World Heritage site management team undertake the organization and development of a controlled walking trail around the perimeter of the site. It could be used by visitors and residents and, based on land use negotiation, could meander through the site on traditional roadways and Acadian roads. It could be developed in stages and eventually consist of a number of “loops” of varying lengths. The trail could connect the National Historic Site with Horton Landing and the proposed view plane. The trail could be punctuated at points of interest and significance with non-invasive visitor directional signage, interpretative information and rest areas. A “map” describing the trail, its distance and skill-level, and an abbreviated history of the roadways could be developed and offered to walkers as they begin their self-guided trek. Over time, this trail could be extended beyond the dykeland into neighbouring communities and become a significant trail way for the area.

### ***Signage within the designated area***

We recommend that non-invasive, environmentally sustainable and informative signage be established in key areas to support the touring experience. We understand that directional signage is regulated by the County and any new directional signage on the site would require a change in the zoning regulations. We therefore recommend that the

Municipality and the Stewardship and Technical Advisory Committee work together to identify and solve any potential barriers to directional signage.

### ***Visitor information***

Specific information profiling the UNESCO designation will be required for complete visitor information. This information could outline details of the OUV on a map of the overall site with key visitor locations identified, e.g. Horton Landing and the view plane area as well as information on tours, the walking trail and visitor amenities available onsite and within the Grand Pré area. A map of the walking trail should be developed. Visitor information will reinforce the inventory of agriculturally themed activities and experiences available in Kings County. All information could be housed and updated on a relevant, ease-of-access and interactive website. It is recommended that the website [www.grandpre.com](http://www.grandpre.com) be expanded to house all information related to the World Heritage designation. In order to participate in a group tours, visitors would be directed to a new visitor staging area, a *Tour Kiosk*.

### ***Tour Kiosk***

The Tour Kiosk proposed at the UNESCO World Heritage Site could serve as the companion staging area to the National Historic Site's interpretation centre and, located across the road, encourages visitation to the National Historic Site where the exhibit gallery, gift shop and functional facilities are located. There should be no attempt to duplicate services.

Over time, as the visitation to the site stabilizes and the Tourism Development Framework for the region takes root, this Tour Kiosk could evolve into a major Gateway Centre for the World Heritage Site, interpreting the evolution of the landscape and offering incremental local crafts and items available for sale. This Gateway Centre could eventually be a location for incremental community events in all seasons and become a welcome centre for the World Heritage Site. The Gateway Centre, located at a gateway location to Grand Pré and Kings County would offer a "sense of arrival" to the World Heritage Site and to the county.

### ***An identified leadership team is required***

The DRAFT Management Plan for the World Heritage site proposes a permanent management team, the Grand Pré Stewardship and Technical Advisory Committee, to oversee operations at the site and to provide advice to regulators and partners. Responsibilities of the Stewardship and Technical Advisory Committee would include implementation of the site Management Plan including:

- Developing a timeline and prioritization for implementation
- Budgeting for implementation

- Identifying and sourcing appropriate partners to contribute to the successful development of the World Heritage Site
- Developing the guidelines and principles under which World Heritage related tours / onsite activities incremental to those at the National Historic Site would operate
- Contracting as required
- Measuring and evaluating the results of the management efforts.

### ***Collaborations and partnerships are essential***

Partnerships with existing and new partners will contribute to planning, enhancing and funding the site's management, to developing experiences and tours for the site, and for marketing. Collaborative thinking will ensure the opportunities associated with, and community expectations for, development of the Walking Trail and the Tour Kiosk are met.

### ***Market with focus and intent***

The new tours, viewing areas and interpretation of the World Heritage Site should be promoted along with the current and enhanced services available at the National Historic Site.

This marketing effort should align with complementary marketing plans and partners:

- In cooperation with Parks Canada and the Société
- In partnership with Nova Scotia Tourism and with the marketing efforts of Destination Southwest Nova Scotia
- In cooperation with World Heritage Sites in Lunenburg and Joggins, Nova Scotia regarding opportunities for cooperative marketing. We recommend the sites meet regularly to share best practices, databases and marketing opportunities. An Atlantic Canadian World Heritage Site collaboration could be supported by the power of Nova Scotia's and Newfoundland's marketing efforts
- In cooperation with tourism organizations, tourism operators, businesses and residents throughout Kings County. This is addressed in the Tourism Development Framework in this report
- In cooperation with inbound tour operators and Nova Scotia receptive tour operators with a long history of assisting in product development.



### 1.3 Interpretation Framework

Our interpretive plan recommendations are a “broad brush” overview using the OUV for the Grand Pré World Heritage Nomination as a guideline. The Interpretation framework focuses on three areas:

- National Historic Site: unlimited access and largest interpretive concentration
- Horton Landing: smaller site with some controlled access.

While some of the issues and recommendations in this report are for the longer term, we offer these action items to be considered for the near future:

#### **Horton Landing upgrades**

Immediately

A. Discuss on-going access to the site via an easement or other legal agreement

B. Plan and prepare basic landscaping upgrades and seating (with Parks Canada) for 2010 season.

February - June

#### **Pathway to cornfield/look-off**

March - June

Discuss potential development (with Parks Canada) of pathway to top of cornfield to at least provide a path to the delineated look-off area in time for the tourist season.

#### **Investigate Podcasting**

February - March

Review feasibility of podcasting several foreign language tours of external grounds around the National Historic Site. Suggest German, Spanish, and Japanese, for example.

#### **Blacksmith's shed re-purpose**

February 2010 -  
June 2011

Discuss the potential development (with Parks Canada) of re-purposing the blacksmith's shed area as an Acadian homestead, for completion prior to the 2011 season.

### 1.4 Legacy Options

#### ***Panoramic Viewing Deck***

A panoramic viewing deck received the overwhelming support of a community town hall meeting in January 2010 and it is the recommendation of the consulting team as a Legacy Project. The Viewing Deck will be a legacy for the community with or without World Heritage designation.

We recommend the viewing platform be developed at the top of the cornfield upland above the National Historic Site. This location provides the quintessential 'bird's eye view' of the marshland, dykes, National Historic Site, the Bay of Fundy and tides. The panoramic view of the agricultural landscape has remained virtually unchanged for over 300 years.

This look-off area can be developed in stages: first (Stage 1) as a raised wooden view-deck, then developed, enhanced or enlarged (Stage 2) as a gathering place with roof structure, removable seating, wheelchair access, podium, mounted binocular stations, tidal clock and interpretive panels.

## **1.5 Tourism Development Framework**

The Tourism Development Framework provides structure to guide the work of many organizations within the region and to provide a basis for discussion among many stakeholders.

### ***Four development themes***

We recommend that four themes guide future tourism development in the region. The supporting themes were chosen because they represent areas of experience that are in high demand and play to the strengths of the region. Many visitor experiences and activities will find a home under these themes:

- Adventures in Taste – the food and wine experience
  - There are options for all seasons, for all ages and for varying lengths of time
- Touch the Land – getting back to nature
  - The recommended trails and tours at the Grand Pré site will be a key feature of this theme
- Festivals – working together
  - Opportunities exist for greater synergy among festival organizers on planning, marketing and project execution
- Bay of Fundy – natural wonder
  - The region should position itself as an important on-ramp to the Bay of Fundy.

The themes have development potential with or without the designation and should be the focus of collective tourism development over the years to come. Each of these four themes has the potential for cross pollination at the packaging level. Business and tour operators should be encouraged to mix and match elements. In the initial stages, Kings

Regional Development Agency and Destination South West Nova Tourism Association could coordinate implementation and monitor activities.

The table below provides a high level view of the themes, key activities and potential partners and organizations that could be involved in this regional work.

Theme	Key Activities	Partners
<b>Adventures in Taste – the food and wine experience</b>	<ul style="list-style-type: none"> <li>• Use the Experience Inventory for detailed opportunities</li> <li>• Develop one NEW experience for each season</li> <li>• Market to Atlantic Canada in winter</li> <li>• Develop a Plant-A-Seed schools program for spring</li> </ul>	<ul style="list-style-type: none"> <li>• Taste of Nova Scotia</li> <li>• Nova Scotia Tourism</li> <li>• Non-traditional tourism partners</li> <li>• Sponsorship from Vesey's Seeds</li> </ul>
<b>Touch the Land - getting back to nature</b>	<ul style="list-style-type: none"> <li>• Use the Experience Inventory to source farms as sites for participation in programs</li> <li>• Work with hike/bike operators to generate offers in all seasons</li> <li>• Work with DNR to action the Cape Split Management Plan</li> <li>• Provide way-finding /interpretive signage on existing trails</li> </ul>	<ul style="list-style-type: none"> <li>• DNR</li> <li>• Bicycle Nova Scotia</li> <li>• Nova Scotia Trails Assn</li> <li>• Local festival organizers</li> </ul>
<b>Festivals – working together</b>	<ul style="list-style-type: none"> <li>• Develop a committee of local festivals</li> <li>• Share successes and bloopers</li> <li>• Coordinate dates and activities among festivals</li> <li>• Develop a “festival info” resource of details to feed online, phone-in requests for information</li> </ul>	<ul style="list-style-type: none"> <li>• NS Tourism festivals' coordinator</li> <li>• DSWNS</li> </ul>
<b>Bay of Fundy – natural wonder</b>	<ul style="list-style-type: none"> <li>• Engage in Bay of Fundy Planning efforts</li> <li>• Document UNIQUE regional features and leverage them</li> <li>• Secure public beach access</li> <li>• Embed Blue Beach in the Fundy “fossil messaging”</li> </ul>	<ul style="list-style-type: none"> <li>• Bay of Fundy Tourism Partnership</li> <li>• Nova Scotia Tourism</li> <li>• Museum of Natural History</li> </ul>

The themes include more than just touring, interpretive or culinary experiences. They have potential to drive themed enhancements of other tourism facilities and services such as accommodations and retail.

### ***An Experience Inventory across all four themes***

Weaving together experiences will make Kings County and region a “must visit” area and worth the trip for an extended or multiple stay. The tourism industry should build an inventory of year-round tourism products, an Experience Inventory that relates to the central theme of the area. To build a profitable Experience Inventory tourism leaders must:

- Establish benchmarks for experiences
- Gather and present existing products in marketable and accessible clusters
- Enhance existing experiences and refresh them with new dimensions and appeal
- Generate incremental experiences

### ***Keep the Experience Inventory current***

Commit the Experience Inventory to a database that is readily accessible, customer-friendly, easy to update and regularly maintained. Understand the technical requirements of key partners, such as Nova Scotia Tourism, with whom you will share this information in advance of developing the database. Ensure that details such as hours of operation, seasonality and contact information is complete with each entry.

### ***Tap into available resources***

The Grand Pré area and surrounding region can access a number of experience-enhancement programs designed to equip communities with creative insights into experience development and market readiness.

### ***Regional tourism marketing issues***

The Kings County region should work to consolidate marketing efforts and focus on building the destination by harnessing individual marketing efforts for collective benefit. The Experience Inventory should be offered consistently in all marketing efforts emanating from the region and at every point of customer contact throughout the region.

With its powerful themes, growing identity, authentic experiences, and strong products the region can maximize tourism results by making every marketing dollar count. The region should:

- Ensure that core images are selected to represent the Experience Inventory
- Ensure that the Experience Inventory is linked to every local business, tourism, and government website in the region and is available at every point of customer contact

- Ensure that the core theme and the Experience Inventory are central in all provincial, national and international partnership marketing efforts and all travel trade and travel media relationships.

### ***Intercept - keep them here!***

The Experience Inventory should be the central source of information and available to all business and tourism operators, museum staff, and residents. From accommodation operators and breakfast servers to jewelry store salespeople – all businesses and residents throughout the region can be influential tourism ambassadors by intercepting visitors, offering experience suggestions, and passing customers from location to location throughout the county. Programs could be developed along the lines of “The Valley Today”.

### ***Engage non-traditional tourism partners***

Among these non-traditional resources are:

- Commercial fruit and vegetable production plants who could offer tours of their operations
- Scientists, archeologists and birding enthusiasts whose expertise could enhance tours of the World Heritage Site
- First Nations leaders and spiritual guides
- Community organizations with hosting capabilities
- Acadia University and NSCC for extended learning opportunities
- Retired farmers, local historians and beekeepers and many others - who are the community's storytellers.

### ***Gateway Centre***

A “gateway” to the attractions and experiences of the region could offer visitors the satisfaction of “having arrived” at a destination of value and quality. This Gateway Centre should be strategically located at the entrance to the region rather than at the World Heritage Site. It could serve as a visitor centre for information and accommodations, a location for ticket sales for festivals, a departure point for tours, a referral point for trip-planning, a service centre for functional needs from washrooms to an internet hotspot, and perhaps a performance venue. This Gateway Centre could evolve into a location for community events in all seasons and could become a welcome centre for the World Heritage Site and the multi-dimensional agricultural experience of Kings County and region.

### ***General implementation recommendations***

Communicating the tourism development themes to as many organizations as possible will help more people and groups become engaged and leverage their power. The development activity can and should begin immediately and be a focus for regional development with or without World Heritage designation.

In the initial stages we recommend that a leadership team:

- Host a workshop in 2010 which would assemble the broadest possible cross-section of tourism operators and organizations interested in the themes
- Engage this group in initial implementation planning and organize a steering committee from across the region
- Support this regional committee with secretariat support for the first year
- Host an annual symposium where all interested parties gather to share information and successes around the projects that align with the four development themes. This should be broad based and include regional members and groups and businesses from afar. Organizations and partnerships exist elsewhere that will bring energy, resources contacts and ideas to the initiative.

### **1.6 Overall Impact Analysis**

It is anticipated that the UNESCO World Heritage Site designation at Grand Pré will have a number of significant positive impacts in relation to overall site visitation, tourism visitation to the immediate region, various economic impacts associated with the increased tourism activity, and some positive social-cultural impacts. At the same time there is potential for some negative impacts, which really depend on the extent to which tourism activity increases. Given that overall tourism visitation levels have declined significantly over a number of years, any potential negative impacts of increased tourism visitation are expected to be minimal given that the Grand Pré National Historic Site and the surrounding region have hosted many more visitors annually in the past than at present.

Our view is that the overall impact in terms of community change will be positive in that it will provide a much needed boost to the sagging tourism revenues experienced over the past several years. Over the foreseeable future visitation levels are likely to remain well below what they have been in the past going back to the 1990s and 1980s.

### ***Recommendations from Impact Analysis Section***

- Implement a systematic visitor tracking and monitoring system that will track visitation numbers not only at Grand Pré National Historic Site and the UNESCO World Heritage Site, but also at other local tourist attractions and facilities
- Combined with the monitoring of visitation numbers there should be an annual visitors' survey process that could measure the following:
  - Geographic origins of visitors
  - Visitor expenditures on-site and off-site by major expenditure category (e.g. accommodations, food & beverage, retail, transportation, etc.)
  - Length of stay on-site and in the area
  - On-site activities and features participated in at Grand Pré
  - Other area attractions visited and activities visitors participate in
  - Visitor demographics
  - Visitor satisfaction levels with facilities/services offered on-site and off-site.

This survey process will be helpful for measuring ongoing economic impacts, monitoring the impacts of implementation of the Tourism Management Plan and Tourism Development Framework, as well as for ongoing marketing and management of the on-site and off-site visitor experience.

- Implement site management protocols that would help to ease any possible congestion pressures of increased tourism visitation, as well as avoiding impacts on existing agricultural lands and local communities, including the following:
  - Site access controls
  - Signage
  - Fencing
  - Requirement to use guides to access various locations where congestion or impacts on existing residents and agricultural land could occur.

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## 2 INTRODUCTION/OVERVIEW

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This section of the report includes background information on this project, an outline of existing tourism and heritage resources, the SWOT analysis, and all elements that provide a departure point for the chapters that follow.

### 2.1 Introduction

Grand Pré is a small hamlet in rural Nova Scotia with an exceptional cultural landscape. The intact dykelands at Grand Pré are an example of the Acadian tradition of turning wetlands into highly fertile farmland. The initiative to secure World Heritage status is a vast opportunity. It is the natural evolution to the true and coveted destination status of an area which has been a choice of visitors for more than a century.

Grand Pré, Hortonville, North Grand Pré and Lower Wolfville have drawn generations of visitors to the epic story of the Acadian people and the landscape created by inhabitants of the dyked marshlands. Henry Wadsworth Longfellow's poem *Evangeline: A Tale of Acadie*, published in 1847, moved Grand Pré to celebrity status. With the creation of a historic park at Grand Pré, which began in the 1920s, the location became a spiritual centre for Acadians from around the world. Its reputation as the agricultural heartland of the Maritimes has nurtured many recognized festivals and reasons to visit. Recently, the growing prominence of the "highest tides in the world" along the shores of the Bay of Fundy at Grand Pré, the "soft adventure" potential of the region, and the developing wine and culinary industry have fueled fresh interest in its tourism potential. The corridor from Grand Pré to Wolfville is unfolding as a recognized destination.

#### ***Tourism revenues declining – time for action***

Tourism revenues in Kings County have fallen about 5 percent (from \$61-million to \$58-million) from 2004 to 2008. Visitation has room to grow. The National Historic Site at Grand Pré has experienced a 56 percent decline in visitation over the past decade and there are empty hotel rooms even in the traditionally strongest tourism months. The tourism season in pockets of Kings County and the Annapolis Valley has extended into the fall and episodically into the winter months. There is room for tourism growth in the area without putting undue pressure on existing resources. World Heritage designation for Grand Pré and area will help to re-energize tourism in Kings County.

Grand Pré and its neighbouring communities are rich with the important natural resources that will help build tourism success. The "stories of this land" have many layers and the resources to describe them exist – both tangible and intangible. The



communities are authentic and value their collective heritage as evidenced by the three historic designations in Grand Pré alone. Stakeholders recognize the area as a “living landscape” searching to find the delicate balance that will ensure the integrity of the heritage, the realities of dynamic agriculture, and the promise of business growth. There are real opportunities for synergies, within and outside the communities, which will create compelling reasons to visit the area and stimulate tourism growth.

This project was contracted to describe the tourism potential and future for Grand Pré and area and the surrounding region. For the purposes of this report the “region” is defined as the area from and including the Town of Windsor, and all of Kings County.

Within this report we outline:

- A Tourism Management Plan - a plan to manage visitors
- An Interpretive Framework - options for interpretation of the values of the designated site
- Legacy Options - that could be left in Grand Pré with or without World Heritage designation
- A Tourism Development Framework – to guide tourism development throughout the “region”
- Overall impact analysis – impact on the community with designation.

The figure below visually describes the “Tourism Management Plan” and “Tourism Development Framework”. The inner circle represents the designated area and the outer circle represents the region. The Interpretive framework and Legacy Options will impact on the inner circle.



## **2.2 The work plan**

In order to provide the recommendations outlined in this report, we have:

- Reviewed existing studies and materials associated with:
  - World Heritage designation
  - The area - its regulations and governance
  - Tourism information and trends
- Interviewed many key informants and derived community input from reports of community consultations
- Toured the site
- Connected with pivotal partners and stakeholders including those working on complementary plans for the National Historic Site, the overall management of the World Heritage Site and the Community Development Plan
- Worked closely with a Steering Committee of the Advisory Board
- Developed Strategic Tourism Principles that have guided our thinking throughout the process. These principles are:
  - Collaboration and partnerships
  - Enhance existing resources and add incrementally
  - Community commitment
  - Stewardship of and support for the integrity of the OUV – an authentic, living, working and exceptional cultural landscape
  - Exceed customer and UNESCO expectations.

## **2.3 Profile of tourism/heritage resources**

The communities in the region are well-positioned to optimize the opportunities that will present themselves with World Heritage designation. In order to build a Tourism Management Plan for the World Heritage Site and a Tourism Development Framework for the region, we have created a resource profile for the region - the tourism, heritage and cultural resources that exist to create rewarding experiences and service visitors.

Some of the resources are tangible, i.e. hotels, museums, exhibits, etc. Some are intangible - “thought starters” such as storytellers and scientists - who can refresh and enhance a visitor’s experience. The table below provides an overview of the resources / tools in Kings County. Details of the resources are outlined in the Appendices.

<b>RESOURCE PROFILE - REGION</b>	
<b>Tangible Resources</b>	
<b>Accommodation – number of properties available in the area</b>	<b>58</b>
<b>Hotels and Motels</b>	<b>12</b>
<b>Lodges and cottages</b>	<b>7</b>
<b>Bed and Breakfasts</b>	<b>38</b>
<b>Campgrounds</b>	<b>3</b>
<b>Farm markets</b>	<b>17</b>
<b>Farmer’s markets</b>	<b>5</b>
<b>Golf courses</b>	<b>6</b>
<b>Heritage organizations</b>	<b>23</b>
<b>Restaurants</b>	<b>150+</b>
<b>U-picks</b>	<b>21</b>
<b>Visitor information centers</b>	<b>6</b>
<b>Vineyards/wineries</b>	<b>6</b>
<b>Intangible Resources - this list needs to be generated by the community</b>	
<p>Story tellers, folklore, ghost stories, recipes, the story of Evangeline, local knowledge, i.e. where to see a working aboiteau, bird nests, community halls, special interest clubs. These can be gathered as the region organizes the Experience Inventory as discussed in Section 6 of this report.</p>	

## 2.4 SWOT assessment

A SWOT assessment is a review of Strengths, Weaknesses, Opportunities and Threats. This process of critical thinking was undertaken to better understand the area. Who and what will influence recommendations in relation to the Tourism Management Plan and Tourism Development Framework? What are the winning features of the area? What can enhance or hamper progress? What is on the horizon? And, most importantly, what are the opportunities?

This SWOT assessment integrated information gathered from interviews, relevant documents and materials, review of tourism trends, historical information and the consulting team’s collective experience in tourism in Canada. The recommendations that are outlined in this report were developed from the *Opportunities* identified during the SWOT.

### **Strengths**

- This is an authentic and storied area – “the stories of the land” continue to be written

- Since the 1920s, relatively high visitor awareness, primarily around the Acadian story, dykes and apples
- Concentrated pockets of well-developed infrastructure:
  - Grand Pré National Historic Site
  - Acadia University
  - Kentville Research Station
  - Theatres
  - Signature Festivals
- An active, working area with focus: agriculture
- Indications that productivity of the land is exemplary - crop rotations
- Product clusters unique to Nova Scotia and Atlantic Canada:
  - Wineries and vineyards
  - Farm markets and u-picks
  - Fruit juice plants
- A community committed to heritage
- The tradition of collaboration in decision-making is centuries old
- Mature and knowledgeable tourism industry
- “Champions for Tourism” exist in the tourism industry, business community and among residents
- Close proximity, within 60 minutes drive of Halifax:
  - Halifax International Airport
  - Port of Halifax
- Three season tourism base of experiences now exists with recognized winter product in development
- Proven partnerships working in the area:
  - Parks Canada
  - Société Promotion Grand-Pré
  - Acadia University
  - Chambers of Commerce
  - Kings Regional Development Agency

- Destination Southwest Nova Association
- The Valley Pumpkin Festival - a collaboration of effort
- Climate is advantageous
- Growing awareness and prominence of the Bay of Fundy
- Growing recognition of Grand-Pre - Wolfville as a developing “destination”
- Many natural advantages - primarily Cape Split.

### ***Weaknesses***

- Tourism industry neighbors throughout Kings County competing for customer “airtime”
- Many festivals and events sharing the same or similar themes are “competing” with each other for media profile, visitation and volunteers
- It is difficult for visitors to find out what is available to see and do throughout the region
- Limited information on First Nation and Planters’ stories of the area
- No coordinated way to “see” the dykes and aboiteaux
- No organized means to view the expanse of the dykelands and the Bay of Fundy
- Many on-ramps to the tourism experiences of Kings County without the focus of a “sense of arrival”
- Some community resistance to designation
- Some community resistance to tourism development and growth
- Declining visitation at the National Historic Site - from 100,000 in the 1990s to less than 30,000 in 2009
- Marketing of area lacks a focused effort
- Few tourism and festival websites are linked.

### ***Opportunities***

- Coordinate tourism management and development around the core theme:  
*Stories of the Land*
- Develop tourism visitor experiences using available resources in:
  - History and heritage
  - Planting
  - Harvest

- Farming stories
- Cuisine/culinary and wine
- The arts
- Science
- Develop a view plane for the dykelands
- New, sustainable and non-invasive tourism opportunities for businesses in Grand Pré and area
- Central inventory of information for visitors for trip planning
- A “sense of arrival” to something special
- Legacy project with benefits with or without designation
- Potential for cruise tours
- Potential to manage more people at the UNESCO site by generating special interest group tours
- Opportunities for connecting underutilized community resources for tourism:
  - Story-telling
  - Suppers at community centers
  - Genealogical/museum tours
- The archeological “dig” onsite and on the dykelands is a potential experience
- Enhanced experiences will result in new visitor movement patterns onsite requiring different visitor “staging”
- Heightened profile with designation could enable collaborative/cluster marketing of three UNESCO sites in Nova Scotia, six in Atlantic Canada and sharing of best practices
- Strongly connect the region to growing profile of the Bay of Fundy and highest tides integrating the opportunities at Blue Beach
- Developing interest and momentum of Grand Pré - Wolfville as a true “destination”
- Reinforce robust efforts to develop unique-to-Atlantic Canada product clusters spanning four seasons:
  - Wine festivals, adventures and tours
  - Culinary experiences

- Opportunities for scientific and academic symposiums
- Expand local festivals and events
- Collaborate with Acadia's University's professionals and alumni for product enhancement and training
- Coordinate among members of a mature industry on theme and experience development and marketing
- Nova Scotia archives – Acadian resources
- Bay of Fundy highest tides partnership/marketing opportunity – leverage the asset - Blue Beach, growing awareness of the tides, dykes, fossils.

### ***Threats***

- Private land ownership makes tourism efforts complex
- Fear of development encroachment
- Conflicting economic agendas: tourism / agriculture
- Cancellation of the CAT ferry from the US to SWNS.

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## 3 TOURISM MANAGEMENT ANALYSIS/ASSESSMENT

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This section of the report covers:

- Setting the stage – background for visitor movement in the designated area
- What will UNESCO designation mean?
- A focus for motivated visitors
- International awareness for Grand Pré and the region
- Opportunities to develop a menu of refreshed and enhanced tourism experiences
- Opportunities to better manage and protect the dykelands
- Leveraging opportunities
- Recommendations for managing visitor movement in the designated area
- Implementation of the Tourism Management Plan – key principles.

### 3.1 Setting the stage – background for visitor movement in the designated area

Grand Pré and area has been recognized as a choice location to visit for many decades. The stories of the Acadian people - accomplished, tragic and heroic - are written here. Longfellow's poem *Evangeline* gave Grand Pré epic and celebrity status and the creation of a historic park at Grand Pré has enabled the location to become a spiritual centre for Acadians around the world. The extreme tidal power of the Bay of Fundy is observable here. The Annapolis Valley's reputation as the bread-basket of Nova Scotia begins in Grand Pré and Hortonville. In recent years, fueled by a blossoming wine industry, the pastoral corridor from Grand Pré through to Wolfville is gaining momentum as a growing and recognized "destination". And there are the stories which are not as well known, but equally as compelling: stories of reclaiming salt marshland from the forces of the highest tides in the world and ensuring agricultural productivity for hundreds of years; stories of protected birds; First Nations legends; and a living cultural landscape - an agricultural story that is still being written.



World Heritage designation offers a refreshed *raison d'être* for Grand Pré and area - not only a renewed visitor focus but also to support and sustain the agricultural industry that thrives on this land. It offers the opportunity for new economic development and new views on the historic tale of Grand Pré.

### ***Numerous reports helped influence this plan***

To describe the future tourism management needs for the area with World Heritage Designation, the consulting team referred to the *DRAFT Management Plan for the Proposed Grand Pré World Heritage Site* (September 2009), *Grand Pré: An Economic Impact Assessment of a UNESCO World Heritage Designation* (April 2009), the inventory of tourism and heritage resources, and the SWOT assessment to develop the Tourism Management Plan Recommendations for the site.

### ***Key informant interviews and current momentum***

We conducted key informant interviews within the community and had discussions with the Joggins Fossil Cliffs World Heritage Site in Nova Scotia. All of the research has been viewed through the lens of the Strategic Tourism Principles outlined in the introductory section of this report. Parks Canada's Management Plan for the National Historic Site for the next five to fifteen years has been factored into the recommendations as well as the Community Plan being led by the Municipality of the County of Kings to incorporate the development wishes of residents.

### ***Outstanding Universal Value***

The Statement of Outstanding Universal Value (OUV) which serves as the underpinning of the proposal for World Heritage designation outlines the exceptional nature of the landscape. For tourism, it articulates the unique selling proposition of Grand Pré and area for the visitor.

*“Grand Pré is an enduring and inspirational cultural landscape, an outstanding example of a distinctive community-based approach to farming in 17th and 18th-century North America and through its 20th-century memorials an exceptional example of a place of tragedy that has become a symbol for all humanity of hope, perseverance and pride.”*

To build an appropriate and sustainable Tourism Management Plan for the World Heritage Site in Grand Pré and area, we have described the future in terms of the opportunities that are presented by World Heritage Designation. The *Draft Management Plan for the Proposed Grand Pré World Heritage Site* helped provide valuable context.

## 3.2 What UNESCO designation will mean

### ***Increased visitation and visitor spending***

In the study entitled *Grand Pré: An Economic Impact Assessment of a World Heritage Designation*, April 2009, Dr. Brian VanBlarcom and his team at Acadia University assessed the impact of non-resident visitation - anyone travelling to this province from outside Nova Scotia - on the designated site offering the *same products and services* that are available today. This picture of non-resident traffic, although valid, is not a total picture of potential visitation to this area as a World Heritage Site.

The Economic Impact Report used Lunenburg before and after World Heritage designation as its model. The 2009 Economic Impact Report anticipates:

- Visitation to Grand Pré will increase by 6.2% net per year – between 1,000 and 4,000 additional visitors per year
- Visitors will each spend an average of \$69 onsite. Incremental spending from the additional visitors would be between \$50,000 and \$300,000 per year.

The study however does not factor into its estimates:

- Any *increase in length of stay* by resident or non-resident visitors stimulated by enhanced/new visitor experiences and positive tourism development
- Any *increase in spending* by resident or non-resident visitors stimulated by new tourism development and higher revenue products.

Leveraged appropriately and marketed properly, the designated site at Grand Pré and area will experience an increase in non-resident visitation of at least 6.2 percent, an increase in Nova Scotia visitation over an extended season, and increased visitor spending.

## 3.3 A focus for motivated visitors

The visitor who chooses to visit Grand Pré and area to experience the UNESCO World Heritage Site is the same visitor currently being targeted by Nova Scotia Tourism to visit the province in its 2010 Tourism Plan<sup>1</sup>. The plan targets visitors who value authentic experiences and choose to participate in activities and events with a focus on personal satisfaction and learning. The plan also specifically identifies visiting World Heritage Sites, the Bay of Fundy and culinary tourism as key travel motivators and marketing features of the province – all potentially available in Kings County.

The visitor to Grand Pré will make the trip to explore the authentic experiences and stories of the area and to learn about the history of the dykelands. This visitor will

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<sup>1</sup> <http://www.gov.ns.ca/tch/tourism/tourism-plan.aspx>

respect the principles of environmental and tourism sustainability so important to the area and be interested in the cultural and outdoor adventure experiences offered in Kings County. This visitor will expect quality and satisfying experiences within the World Heritage Site and the region. The Grand Pré experience will be one of the quality products that will fulfill the “promise” Nova Scotia Tourism is making to visitors in its provincial marketing.

### **3.4 International awareness for Grand Pré and the region**

UNESCO focuses its energies on effective preservation of World Heritage Sites and offers marketing tools such as high-quality photography, publications and travel books. UNESCO also encourages partnerships. It is unclear if UNESCO maintains a database of World Heritage Sites aficionados, but UNESCO designation will most certainly place the area in an elite group. The UNESCO brand is recognized as “exceptional in the world” and, if carefully nurtured, can be leveraged for economic growth through tourism. Project managers at Joggins were emphatic that there are “keenly interested people” who travel the world to view new World Heritage Sites.

The designation will create new marketing opportunities through many channels for Grand Pré and area, and for the National Historic Site. Collaborative marketing efforts with new partners such as the UNESCO sites at Lunenburg and Joggins in Nova Scotia, the other UNESCO sites in Atlantic Canada, and with cruise ship lines should be considered. The area will have a fresh and “outstanding message” with which to vie for the attention of major agricultural, culinary, archeological, cultural and travel media in key markets and around the world.

### **3.5 Opportunities to develop refreshed and enhanced tourism experiences**

In its 2010 Tourism Plan<sup>2</sup>, Nova Scotia Tourism expresses the benefits when tourism products and experiences are generated to meet visitors’ needs.

*“...Today’s consumers want more than just a trip or a hotel stay... they want an experience... an experience that engages the senses, connects them with our communities and cultures, and enriches lifelong learning...to be competitive in today’s marketplace, we must ensure our offerings meet the changing needs of consumers.”*

Grand Pré and area partners who are working to achieve World Heritage status have an extraordinary opportunity “to get it right”, using the platform of designation to enhance existing tourism experiences and products - and to create new, compelling experiences.

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<sup>2</sup> <http://www.gov.ns.ca/tch/tourism/tourism-plan.aspx>

### **3.6 Opportunities to better manage and protect the dykelands**

Currently, aside from the outstanding visitor interpretation opportunities of the Acadian story at the Grand Pré National Historic Site and the Horton Landing commemorative area, there is little in the way of signage to prevent visitors from moving relatively freely throughout the dykelands and working farmland, most of which is private property. Public roads travel through and around the dykelands and are often used by area residents and visitors. There are few fences, gates, signs or trails to manage visitor movements. Trespassing, although inadvertent, could prove damaging to crops and heritage resources. Safety for those traveling through the dykelands may be a concern with farm machinery operating there. There is limited way-finding throughout the area of Grand Pré, North Grand Pré, Hortonville and Lower Wolfville. The curious and interested are left to fend for themselves to explore productive and private farmland and to find key historic locations and vistas.

For the visitor who wants to pursue the stories of the dykelands, touring outside the National Historic Site is incomplete and disconnected. The aboiteaux locations are known almost exclusively to the local residents. There is no central repository for information on the history, business, tourism opportunities and activities of the area. Importantly, the comprehensive impact of the site and its significance, beyond the profound story of the Acadians, is almost invisible to a visitor who has come to the area with limited or no knowledge of its history.

Using the National Historic Site as a “staging area”, sustainable tourism management of people and activities will enhance not only the *Shared Legacy* of the designated area, but also the dynamic operation of existing farms and tourism operations.

Supporting the integrity of the OUV will establish that the marshland continues as prime agricultural land. A community plan is in development to support the protection of the OUV. Conscious and careful management of visitors to the site and their movement patterns will mitigate trespassing and potential safety issues while enhancing visitor experiences.

### **3.7 Leveraging opportunities**

There is considerable high-quality infrastructure in place in Grand Pré and the region as reflected in the Resource Profile and the SWOT. There is demonstrated local commitment to and knowledge of heritage, and a culture of collaboration that is the hallmark of community decision-making. With appropriate planning, marketing and management of the designated area, the number of visitors will increase significantly and visitor spending will increase measurably.

### ***Important realities***

The tourism management recommendations we propose for the site offer scalable plans to manage increasing numbers of visitors within the designated area. We feel that the recommendations will enhance visitor experiences on the site whether or not World Heritage designation is achieved. They have been developed recognizing:

- The integrity of maintaining the Statement of OUV
- The Strategic Tourism Principles
- The fact that the dykeland is extensively privately owned and used for active, dynamic and productive farming
- Significant resources for successful tourism management already exist within the designated area
- Partnerships are a modus operandi for Grand Pré
- A sensitive balance between all these elements is essential.

### ***Principles for effective implementation of the Tourism Management Plan***

- Tourism goals are clearly articulated and everyone involved understands roles, responsibilities and expectations
- Visitor needs are understood
- Appropriate services are in place to satisfy functional needs
- Well developed and themed products and experiences are:
  - Developed by partners with creativity and resources
  - Offered to an appropriate group size
- Communications among stakeholders and with visitors is effective and consistent
- Relevant marketing and partnerships achieve results
- Project evaluation, measurement and a mechanism for adjustment is in place
- Onsite interpretation plan supports “flow” goals.

### ***A solid base of services***

The Grand Pré effort to achieve World Heritage designation benefits from high quality infrastructure for interpretation purposes - the Grand Pré National Historic Site, the Horton Landing commemorative site, and the support of Parks Canada.

The National Historic site is under-utilized. In 2009 fewer than 30,000 visitors were recorded compared to the 1990s when the park, with fewer services onsite, welcomed 100,000 visitors per year. Visitation has diminished with the exception of the visitation of

70,000 people during Congres Mondial Acadian in 2004. The site offers sufficient parking for passenger vehicles, recreational vehicles and tour motor coaches. Washroom capacity exceeds current use. Although limited accommodation and dining opportunities exist within the designated area; they are close at hand. There is available capacity in the key tourism months and functional services exist.

The partnership association, Société Promotion Grand-Pré, employs an interpretation staff to offer programming including a film, a daily dramatic presentation, an art exhibit, blacksmith shop and special events at the National Historic Site to interpret the Acadian story. The Memorial Church is a central focus and evocative experience. Sculptures and information panels exist to describe the Acadian story and their agriculture accomplishments.

Within the Interpretation Centre the Société operates a gift shop and an exhibit hall interpreting the Acadian history and the history of the dykes. The dioramas in the exhibit hall describe the natural pressures of the world's highest tides and the ingenuity of generations of landowners who used centuries-old technology of dyking against the tides to reclaim fertile farmland. An impressive, centuries-old original aboiteau is central to this exhibit. An impressive base of services exists to interpret a World Heritage Site!

### **3.8 Recommendations for managing visitor movement in the designated area**

The visitor attracted to the site by World Heritage designation will expect to “experience the OUV” and learn in a personal way from the stories of Grand Pré. The cultural enthusiast will find the experience outside the National Historic Site incomplete. The aboiteaux locations and view planes are known almost exclusively to the local residents and exist on private land. The Horton Landing site is disconnected and difficult to find.

We offer the following recommendations to address these issues:

#### **3.8.1 A view plane of the landscape**

The impact and scope of the exceptional story of a living landscape is diminished without the opportunity to view the expanse of the land and the scope of the achievement. Parks Canada has purchased a strategic piece of land above the National Historic Site with the vision of collaborating to develop a viewing area / platform to appreciate the expanse and vista of the site. The area can be reached by foot from the National Historic Site or along a public roadway. Parking would need to be planned.

This viewing opportunity supports the OUV, providing an unobstructed view of the contemporary farming activities, as they operate today, using the dykes, the roads and

the plot plans which have supported past generations. The potential for a viewing area on this site is consistent with the Parks Canada Management Plan for the site and is a project that Parks Canada has indicated it will consider. An interpretation approach will be identified in the Interpretation Framework section of this report.

### **3.8.2 Controlled visitor movement**

World Heritage designation will encourage increased visitation to the National Historic Site and interest in the dykelands and the aboiteaux. It is anticipated that, at a minimum, an additional 1,000 to 4,000 people per year will visit the site. We anticipate more. We recognize that effective and non-invasive visitor movement in the designated area is important to success for tourism and is essential to local landowners, residents and agricultural businesses. Visitors will want to view the dykes and working aboiteaux that exist within working farmland and to “experience” the spirit by meeting with local interpreters and those who passionately relate the stories of the site. Grand Pré promoters will want visitors to appreciate the complete experience of the shared legacy. A sustainable balance between prime agricultural use of the dykelands and visitor satisfaction will be critical. All land-owners and groups involved with managing movement on the dykelands need to participate in negotiations on visitor access which would be very controlled and guided.

### **3.8.3 Group touring of the designated site**

Currently, trained interpreters encourage enjoyable self-guided experiences at the National Historic Site. There are, however, no guided and interpreted tours available at either the National Historic Site or to the marshland.

Visitors will travel to Grand Pré expecting to interact with key features of the designation. They will want to view the dykes and working aboiteaux. We understand that any access to the dykelands will have to be negotiated with the Marsh Body by the Advisory Board. We recommend that these discussions begin in order to develop controlled access and interpreted and guided tours for groups of visitors. These tours would be opportunities for individuals, cruise and convention goers, school groups and clubs to experience the marshlands outside the National Historic Site for a high-quality experience. There is a market for tours; it is up to the stakeholders to decide the nature of the tours or if they are developed.

The traditional motor coach tour business was once an important segment of the visitation to the Grand Pré National Historic Site and to Nova Scotia. Over the past 10 years the nature of the business has changed dramatically and has decreased significantly. It is not recommended at this time that priority effort be invested in developing tour product for the motor coach market. However, there are segments of

niche interest that continue to travel as groups. Several operators, including Smithsonian, National Geographic and Tauck World Discovery (formerly Tauck Tours), are concentrating on developing experiential opportunities which would fit with World Heritage designation.

Depending upon the outcome of negotiations among stakeholders, we recommend the following experiential tour opportunities:

- Physically connect the “stories” of the dykelands with the key features of the site: the National Historic Site; Horton Landing; the view plane area above the National Historic Site; and the dykelands themselves. These tours could offer a visitor an opportunity to view a working aboiteau and the dykes. Tours could extend for various lengths of time and with various levels of guided expertise. A 60 to 90 minute tour with a guide would provide a “quick” tour and an overview story. A four hour tour with a scientist or historian could be developed to satisfy a visitor’s deep interest. A variety of tours have proven successful in the UNESCO site in Joggins, Nova Scotia
- The Acadian story is well-described, but the stories of the Mi’kmaq First Nations people and the Planters could be told. Local “storytellers” and farmers could be engaged as interpreters
- A tour with an archeologist - the archeological digs underway at the National Historic Site
- A group tour designed to host cruise ship visitors while in port in Halifax. This would require working in partnership with an established shore-excursion provider such as Ambassadors Gray Line in Halifax. Preliminary discussions indicate that with careful time management, there is potential in this opportunity
- A visitor experience that would feature the natural marshland outside the dykes in the buffer area - including the bird sanctuary, the grasses and the natural features of the salt marsh and tides
- A tour to include a tidal interpretation of the Minas Basin at high and low tide every day that could be “moon permitting”
- The tours could be offered for a variety of durations and with various levels of expertise in guides - from trained interpreters for short tours to scientists and specialists for longer, more involved activities. The tours could be revenue generating.



Negotiations among stakeholders will determine the nature of tours. If undertaken, we suggest that they would be guided and offered on a schedule that is negotiated with landowners and farmers based upon seasons and weather conditions.

### **3.8.4 Interpretive walking trail**

The routes used by Grand Pré farmers and inhabitants for hundreds of years exist today throughout the proposed World Heritage site. They are in various stages of repair. Some are public and some privately owned. Importantly, they are authentic in origin and naturally connect some of the key features of the site and can provide upland vistas and lowland views of the dykeland and landscape. For instance, an old Acadian road, used primarily by local farmers, runs across the dykeland from just behind the Memorial Church to historic Horton Landing.

We recommend that the World Heritage site management team undertake the organization and development of a controlled walking trail around the perimeter of the site. It could be used by visitors and residents and, based on land use negotiation, could meander through the site on traditional roadways and Acadian roads. It could be developed in stages and eventually consist of a number of “loops” of varying lengths. The trail could connect the National Historic Site with Horton Landing and the proposed view plane. The trail could be punctuated at points of interest and significance with non-invasive visitor directional signage, interpretative information and rest areas. A “map” describing the trail, its distance and skill-level, and an abbreviated history of the roadways could be developed and offered to walkers as they begin their self-guided trek. We anticipate that the visitor who travels to the UNESCO site will be a visitor who respects the protocols of the trail and “packs in-packs out” garbage and water bottles.

Around the world the challenge of public/private use of land at tourism sites is managed to a common end. There is every reason to expect that at Grand Pré, with its culture of collaboration in decision-making, land use discussions could be fruitful. Trail development could also require appropriate surfacing and rest stops. There are a number of opportunities for sponsorships and partnership in development. Parks Canada has indicated its willingness to discuss the development of such a trail as it pertains to land under its ownership and management. Over time, this trail could be extended beyond the dykeland into neighbouring communities and become a significant trail way for the area.

### **3.8.5 Signage within the designated area**

Currently there is little signage aside from the National Historic Site. Wayfinding to link the key elements of the National Historic Site, Horton Landing and the dykeland, or any signage that directs visitors is lacking and may leave visitors to roam the marshland

unattended. We recommend that non-invasive, environmentally sustainable and informative signage be established in key areas to support the touring experience. We understand that directional signage is regulated by the County and any new directional signage on the site would require a change in the zoning regulations. We therefore recommend that the Municipality and the Stewardship and Technical Advisory Committee work together to identify and solve any potential barriers to directional signage.

The mandate of the Grand Pré National Historic Site is to honour and interpret the Acadian story of Grand Pré including the story of the dykelands. It accomplishes this mandate impressively. The Interpretation Centre includes a gift shop and an area for information. Parks Canada officials, supportive of the World Heritage designation effort, have indicated that will offer space onsite for additional UNESCO information and have space available for incremental services at the Interpretation Centre. Their focus, however, remains the Acadian story.

### **3.8.6 Visitor information**

Visitors coming to the World Heritage Site will have been exposed to experiences, services and opportunities prior to their arrival in Grand Pré. Specific information profiling the UNESCO designation will be required for complete visitor information. This information could outline details of the OUV on a map of the overall site with key visitor locations identified, e.g. Horton Landing and the view plane area, as well as information on tours, the walking trail and visitor amenities available onsite and within the Grand Pré area. A map of the walking trail should be developed. Visitor information will reinforce the inventory of agriculturally themed activities and experiences available in Kings County. It should encourage an extended stay and participation in activities throughout Kings County and offer activities that will encourage a return visit. All information could be housed and updated on a relevant, ease-of-access and interactive website. It is recommended that the website [www.grandpre.com](http://www.grandpre.com) be expanded to house all information related to the World Heritage designation.

The visitor information available would direct the UNESCO motivated visitor to the National Historic Site for access to the Acadian experience and to the exhibit hall for interpretation of the dykes and the aboiteaux. In order to participate in a group tour, visitors would be directed to a new visitor staging area, a *Tour Kiosk*.

### **3.8.7 Tour Kiosk**

Parks Canada has indicated that the parking lot adjacent to the National Historic Site and the lands on which the “old apple barn” was once located could be utilized for a visitor staging area. There is sufficient parking available for cars, motor coaches and

recreation vehicles, and room for a picnic and rest area. The Tour Kiosk proposed at the UNESCO World Heritage Site could serve as the companion staging area to the National Historic Site's interpretation Centre and, located across the road, encourages visitation to the National Historic Site where the exhibit gallery, gift shop and functional facilities are located. There should be no attempt to duplicate services.

At the outset, the Tour Kiosk could be a small event-tent or permanent kiosk with ticketing and information services required by tour operators. Over time, as the visitation to the site stabilizes and the Tourism Development Framework for the region takes root, the Tour Kiosk could evolve into a major Gateway Centre for the World Heritage Site, interpreting the evolution of the landscape and offering incremental local crafts and items available for sale. This Gateway Centre could eventually be a location for incremental community events in all seasons and become a welcome centre for the World Heritage Site - a multi-dimensional agricultural experience of Kings County as described in the Tourism Development Framework. The Gateway Centre, located at a gateway location to Grand Pré and Kings County, would offer a "sense of arrival" to the World Heritage Site and to the county.

### **3.9 Implementation of the Tourism Management Plan – key principles**

#### ***An identified Leadership Team is required***

The DRAFT Management Plan for the World Heritage site proposes a permanent management team, the Grand Pré Stewardship and Technical Advisory Committee, to oversee operations at the site and to provide advice to regulators and partners. Responsibilities of the Stewardship and Technical Advisory Committee would include implementation of the site Management Plan including:

- Developing a timeline and prioritization for implementation of Tourism Management Recommendations and Interpretation Framework recommendations
- Budgeting for implementation of Tourism Management recommendations
- Identifying and sourcing appropriate partners to contribute to the successful development of the World Heritage Site. Partners will be required as sponsors and funding supporters, cooperative and collaborative marketers, to help develop and implement tours and activities onsite and to offer ongoing advice and insights
- Developing the guidelines and principles under which World Heritage related tours / onsite activities incremental to those at the National Historic Site would operate
- Contracting as required tour operators / guides / specialists and scientists including specialists in evaluating programs

- Measuring and evaluating the results of the management efforts.

### ***Quality is paramount***

In the implementation of the Tourism Management Plan, top-quality services and products, authentic and consistent with the OUV and the integrity of the site, must be the benchmark. It will be important to have best practice sites in mind to use as guidelines and never to compromise on the caliber of a service or activity offered onsite.

### ***Measurement is Essential***

If an effort cannot be measured, it cannot be managed. Measuring and evaluating the results of the tourism management efforts outlined is critical to overall success. It is very important that plans for the site have evaluation and measurement tools built into their DNA. The results should be reviewed objectively on a regular basis and adjustments made to tactics and efforts. Programs, visitors, revenues and visitation, environmental and community impact and visitor services are areas to measure and review.

### ***Collaborations and partnerships are essential***

Cooperation and collaboration to achieve common goals are hallmarks of the culture of Grand Pré and area. For generations area inhabitants, community groups, jurisdictions and governments have shared in the operation and management of this land. Common understanding of goals and objectives, roles and responsibilities and expectations associated with World Heritage Designation and the opportunities it presents are crucial to ensuring that Tourism Management Plans are implemented in a timely and efficient manner.

Partnerships with existing and new partners will contribute to planning, enhancing and funding the site's management, to developing experiences and tours for the site, and for marketing. Collaborative thinking will ensure the opportunities associated with, and community expectations for, development of the Walking Trail and the Tour Kiosk are met. Partnering with experienced tours operators will harness a wealth of tourism experience and will contribute ongoing advice and insights.

### ***Market with focus and intent***

World Heritage designation will put Grand Pré and area "on the map" in a profound and significant way as an exceptional piece of world history. Effective marketing will ensure that visitors who will appreciate what the area has to offer, and will spend their travel dollars while they are visiting, know that it is available, are motivated to visit, and to extend their stay. The new tours, viewing areas and interpretation of the World Heritage Site should be promoted along with the current and enhanced services available at the National Historic site.

This marketing effort should align with complementary marketing plans and partners:

- In cooperation with Parks Canada and the Société through their existing channels and marketing efforts primarily on a revamped, interactive version of the website [www.grandpre.com](http://www.grandpre.com)
- In partnership with Nova Scotia Tourism and with the marketing efforts of Destination Southwest Nova Scotia. Nova Scotia Tourism identifies World Heritage Sites as key messages to potential visitors. Both organizations have established networks to carry a Grand Pré marketing message and to mobilize international travel media and to the travel trade
- In cooperation with World Heritage Sites in Lunenburg and Joggins, Nova Scotia. We recommend the sites meet regularly to share best practices, databases and marketing opportunities. They should also consider working with the two sites in Newfoundland and Labrador. An Atlantic Canadian World Heritage Site collaboration could be supported by the power of Nova Scotia's and Newfoundland's marketing efforts
- As a core message in a Kings County-wide marketing effort to focus tourism messaging and product theming around the comprehensive "stories of the land" in all seasons. Cooperation to focus marketing efforts among tourism organizations, tourism operators, businesses and residents throughout Kings County is addressed in the Tourism Development Framework in this report.
- In cooperation with inbound tour operators and Nova Scotia receptive tour operators with a long history of assisting in product development and in putting new products such as guided tours into the marketing channel

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## 4 INTERPRETATION FRAMEWORK

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### 4.1 Introduction

On November 27, 2009 the Sperry Design interpretive team took an informative and engaging 6-hour tour of Grand Pré with Christophe Rivet and our colleagues from Hockin Cronin and Broad Reach. The tour gave us a first-hand view of the area and appreciation of the opportunities and constraints vis-à-vis the UNESCO World Heritage Site Nomination initiative. Our tour included:

- National Historic Site
- Horton Landing
- North Grand Pré
- Dykelands / marshlands
- View plane locations
- Selected buffer areas

Our interpretive plan recommendations are a “broad brush” overview using the OUV for the Grand Pré World Heritage Nomination as a guideline.

We also reviewed the general and specific parameters set out in the Management Plan for the Proposed Grand Pré World Heritage Site; overview maps of the dykelands, Parks Canada properties, proposed UNESCO boundaries and buffers; as well as brand attributes of the nomination logo as a conceptual reference.

### 4.2 Interpretive goals

Our interpretive recommendations and concepts are intended to:

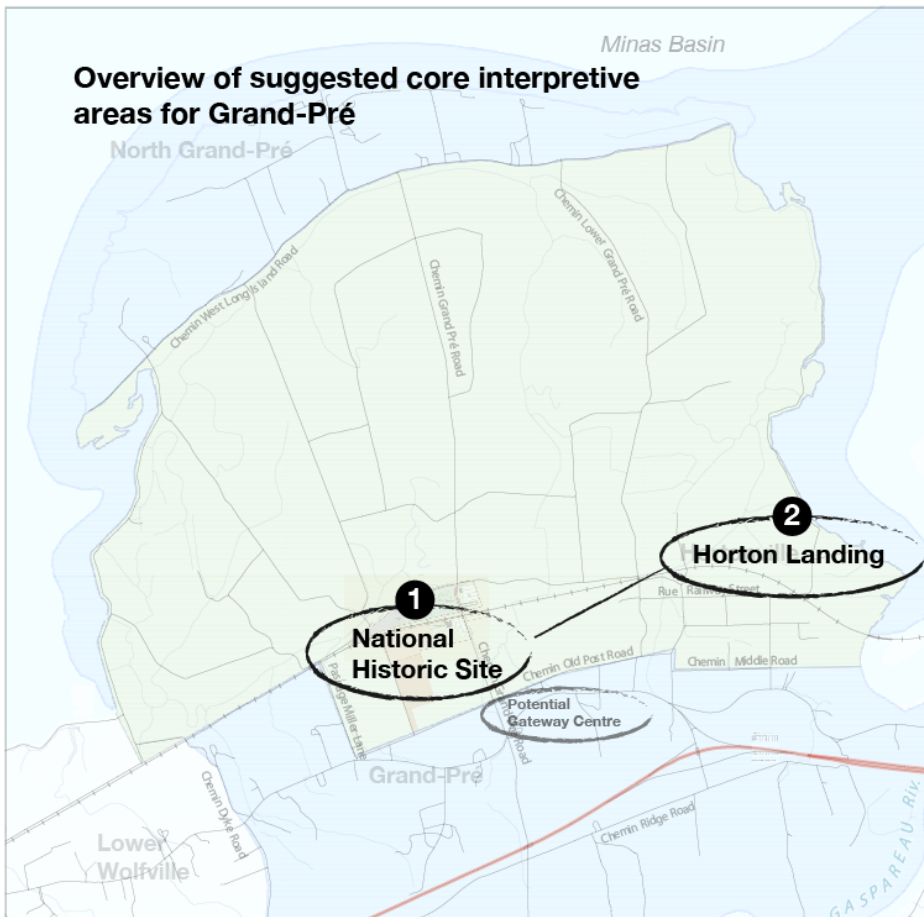
- Complement the Tourism Management and Development recommendations set out elsewhere in this report
- Complement existing interpretive messages and applicable sites
- Complement Parks Canada initiatives
- Minimize impact to the current way of life in Grand Pré, and the natural and agricultural environment
- Be subject to all applicable local, municipal, provincial and federal jurisdictional regulations and by-laws

### 4.3 Major theme

***The main overarching theme is a living cultural landscape, an agricultural story that is still being written; the Acadian story is woven throughout.*** The Grand Pré site comprises a centuries-old agricultural approach that is still “alive and well”. This resonated with our group as we toured the area and we were almost overwhelmed with the ingenuity and engineering feat of the dyked marshlands. The history and personal struggles of those who populated the lands over the centuries is already well interpreted and, while important in interpretive sub themes, does not need to be extensively re-visited. Suggested sub-themes are noted in Interpretive Overview Recommendations.

### 4.4 Proposed Interpretive Area

We recommend two linked interpretive areas that focus on the overarching agricultural story.



**Illustration 1:**

**Area 1 National Historic Site:** unlimited access and largest interpretive concentration

**Area 2 Horton Landing:** smaller site with controlled access

## **Area 1: National Historic Site**

### **Interpretive Centre**

The Centre does an excellent job of telling Acadian story from the 1680s, when dykes were built, through to the Deportation, and through first-hand accounts and the Lt. Colonel John Winslow story. The interpretive story is presented with perspectives from the Mi'kmaq, the Acadians and the British, and focuses on these people as real human beings that modern-day visitors can relate to. In addition, there is an underlying theme that Grand Pré is an “enduring and inspirational” community and “an exceptional example of a place of tragedy” but more importantly “a symbol for all humanity of hope, perseverance and pride.”

The poignant AV presentation fairly portrays the history of the Deportation, and provides visitors with a very real and emotional story using actual historical figures, representing Acadian and British perspectives.



**Illustration 2:** Interpretive Centre and surrounding area.



## 4.5 Exterior grounds – a review

### Exterior grounds behind Centre

Behind the Centre and the Deportation Commemorative Statues, records indicate that an old Acadian road existed through the meadow/cornfield up to the Old Post Road. Evidence indicates that the general landscape (field divisions / patterns) have not changed since Acadian times.

### Cornfield / upland

Parks Canada owns and has direct access to the cornfield property - part of the uplands. This upland area provides an iconic and panoramic view of the heart of Grand Pré and



the dykelands. The integrity of the field patterns has remained over the years and is still visible. On a clear day, Cornwallis River, Cape Blomidon, Minas Basin, and the mouth of Gaspereau River are visible from this viewpoint.

*Illustration 3: The upland portion of the cornfield provides a panoramic view.*

### Exterior grounds

A wooden walkway / hedge leads to the ‘core’ of the Grand Pré village. The old willow trees around the orchards were referenced in Longfellow’s *Evangeline*. In an archaeological site next to Memorial Church, relics such as coins, a cross, blacksmith



tools, and wine bottles that probably date back to the Acadian period have been uncovered. A stone cross marks the location of the cemetery of Saint-Charles-des-Mines, an unmarked Acadian burial ground and resting place of several generations of Acadian families.

*Illustration 4: A stone cross marks the location of a burial ground on the site.*

### **Memorial Church**

Originally opened as a museum, the Memorial Church was built on what was believed to be the site of the original Acadian church of Saint-Charles-des-Mines, destroyed in the late 18<sup>th</sup> century. The interior displays paintings and exhibits that reference the Acadian way life prior to Deportation and the Deportation itself.



***Illustration 5:** The Memorial Church was believed to have been built on the site of the original Acadian church.*



***Illustration 6:** Interior displays and paintings.*

### **Blacksmith shed / garden**

This triangle of land, owned by Parks Canada, offers a view of the dykelands, but is not readily accessible and apparent to visitors. Currently on the site are a 19<sup>th</sup> century blacksmith shop and kitchen garden. There are also two recently discovered 17<sup>th</sup> century aboteaux stored in the yard, but not as artifacts on display.



***Illustration 7:** Current blacksmith shop and kitchen garden area.*

### **Marsh Road behind Memorial Church**

Behind the Memorial Church there is a dirt access road used primarily by local farmers – the old Acadian road. It leads to Horton Landing in one direction and Lower Wolfville in the other. Visitors are not encouraged to walk the road although there appeared to be no restrictive signage. Behind the church, overlooking the road, is a small, unused wooden platform meant as an observation deck, but was found to be unsafe (slippery).



***Illustration 8:*** The dirt road behind the National Historic Site is private, leading to Lower Wolfville in one direction and Horton Landing in the other.

## ***Area 2: Horton Landing***

Accessibility to the site is not readily apparent, although there is a simple arrow labeled “Historic Site” at the approach of the driveway, a single lane public road. The site itself is a small triangle of property owned by Parks Canada and features a Deportation cross and a Historic Sites and Monuments Board of Canada monument, commemorating the arrival of the New England Planters.

The current landscaping and overall ‘sense of place’ does not provide the visitor with any cohesive story or feelings (sense of tragic departure or arrival of new settlers).

Commemorative services are held at the site each September 5 to mark the anniversary of the Deportation.



***Illustration 9: Horton Landing conveys a conflict of place.***

***Special Note: Dykelands (West Long Island Road)***

The dykelands are not only the *raison d'être* of Acadie, they are the living, beating heart of the continuing agricultural story of Grand Pré. As visitors, we got a true sense of the vastness of this area, and the incredible feat of engineering, ingenuity and perseverance it represents, as well as the profound relationship of the people with the land and sea that endures. It is an environmentally and agriculturally sensitive area where any uncontrolled access is devastating and a potential liability for the landowners/Marsh Body. This is a living, working agricultural area that continues as a sustainable and necessary livelihood for the community.

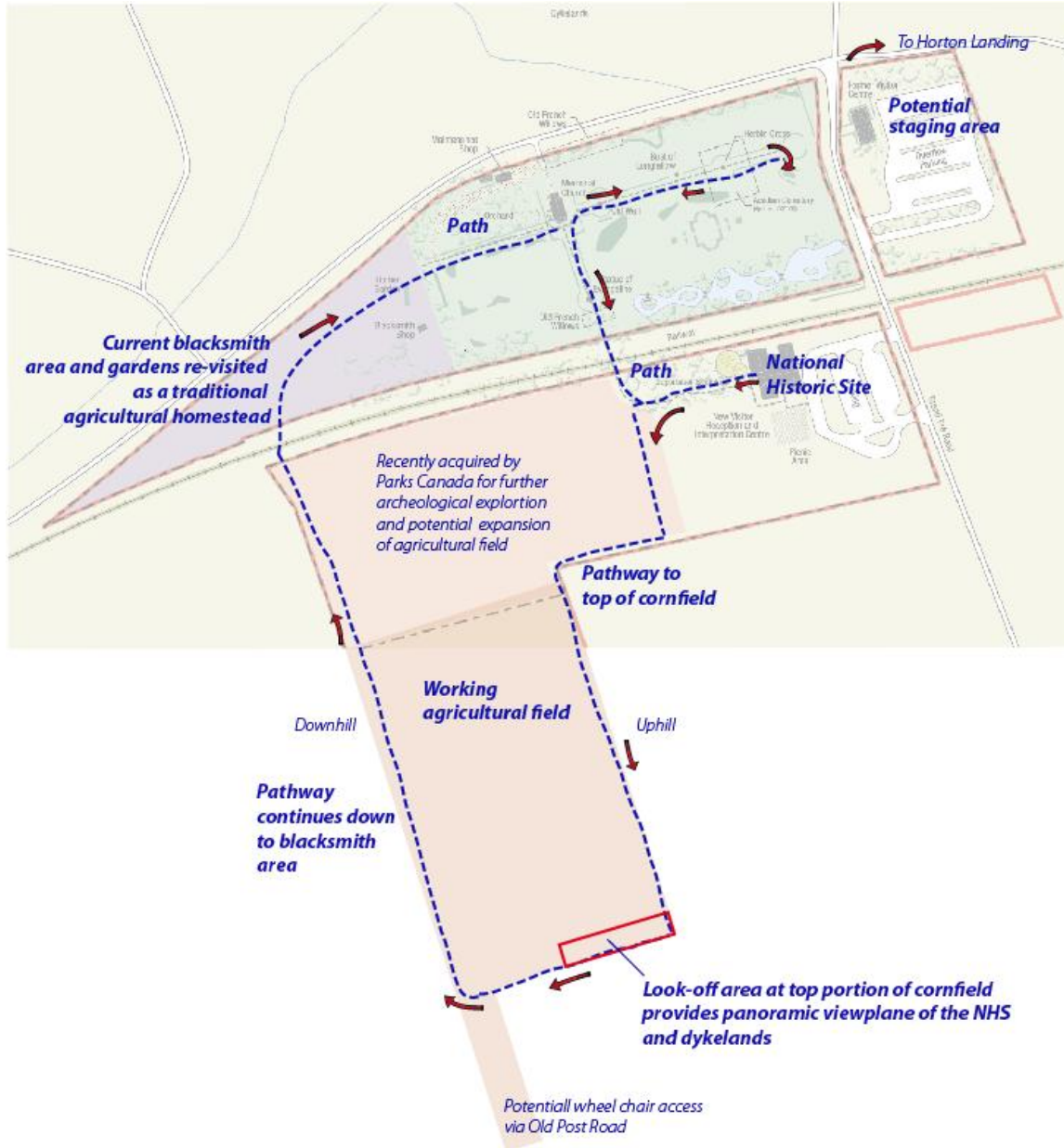


***Illustration 10:*** A creek channel on the dykelands – the *raison d'être* of Grand Pré and Acadia.

## 4.6 Interpretive overview recommendations

### **Area 1: National Historic Site**

The former welcome centre grounds could be developed as an appropriate starting point for interpretive tour groups. In addition, this report references the potential development of the site as a staging or launch area as well as a potential Legacy Project. The site also provides additional parking space.



**Illustration 11:** The National Historic Site provides an enhanced interpretive experience.

The existing Interpretive Centre focuses on the whole Grand Pré story, from the Mi'kmaq to the Acadians and Planters. The interpretive story is effectively and fairly presented.

The path behind the Interpretive Centre leads past the Deportation Sculptures through a short path and bridge towards the (newly acquired) cornfield and path leading to the Memorial Church. Interpretive and directional signage should be revisited (*see General communication approaches 5.0*)

The intersection at the end of the short path leads to the Memorial Church on the right. It is recommended that a suitable and appropriate pathway be built from this point uphill to the top of the cornfield. While visitors will be encouraged to walk uphill to the left, those unable or not wishing to do so can continue on the right towards the Church.

This pathway will require further review by a qualified landscape architect to determine the most feasible and accessible approach. Initial discussions with our in-house landscape architect suggest that the path could be finished with a highly compacted crusher screening that would accommodate visitors with mobility issues – kids in strollers, seniors, etc. Wheelchair accessibility could be addressed with a paved surface and a series of inclines.

The pathway could be defined with a border treatment – for example, trees, hedges, roots, a stone wall, post and rail fencing. A boardwalk/ramp approach would also provide accessibility, but might be the most expensive to execute. Alternatively, accessibility could be achieved at the property entrance off the Old Post Road at the top of the hill. This would also require appropriate parking facilities.

The final details and plans for this concept will require consultation and mutual agreement with Parks Canada. We understand that Parks Canada is open to suggestions for this area. This concept may also be considered as a potential Legacy Project discussed elsewhere in this report.

At the top of the cornfield (via the proposed pathway), we recommend a look-off site as this area provides the quintessential 'bird's eye view' of the marshland, dykes, National Historic Site, etc. The panoramic view of the agricultural landscape has remained virtually unchanged for over 300 years. This look-off area can be developed in stages first as a raised wooden view-deck, then developed, enhanced or enlarged as a gathering place with roof structure, removable seating, podium, mounted binocular stations, interpretive panels, etc. This concept may also be considered as a potential Legacy Project discussed elsewhere in this report.

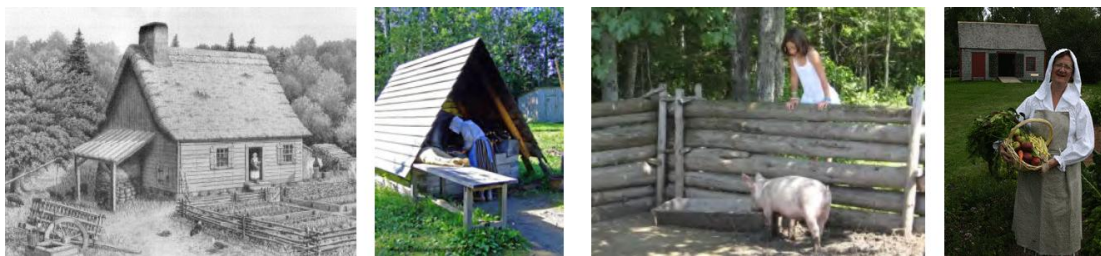
We also understand that there is a view plane study being considered at the County level. We recommend that further work should be completed to ensure that other important Grand Pré view plane areas are identified and protected.

**Interpretive sub-themes for look-off:**

- The patterns of the agricultural landscape you see has remained virtually unchanged since the Acadian farmed these lands
- Points of interest: National Historic Site, dykelands, Cape Blomidon, etc
- Crops were grown to sustain the community and for trade/export. We recommend that the cornfield be kept and maintained as a functional agricultural field to grow and harvest appropriate crops in season, thus maintaining the authentic agricultural landscape/theme
- Crops such as corn, oats, wheat and barley, were grown in this field by the Acadians, Planters and subsequent generations of farmers
- This field is still used for agricultural purposes with an emphasis on shallow rooted crops i.e., clover, that will not disrupt archaeological areas.

We recommend that the pathway continue across the top of the cornfield and downhill to the existing blacksmith shed site.

The blacksmith's shed area could be repurposed as a traditional Acadian homestead, recreating some aspects of everyday domestic life with adults and children. (There are also several other archeological structures in the immediate vicinity, related to the Acadian period, that could also be incorporated into the interpretation). This Acadian homestead concept would entail authentically dressed interpreters depicting pre-Deportation Acadian life.



**Illustration 12:** The blacksmith building would be repurposed as typical Acadian homestead with dwelling, community oven (nearby), animal petting area, kitchen garden, orchard, etc.

It is understood that an outdoor communal oven was commonly used to bake bread.



This concept might be recreated on, or near, this site, providing visitors with an opportunity to see, smell, touch, and taste a piece of Acadian daily life. The kitchen garden and orchard area could be expanded to reflect more of the traditional fruits, vegetables and herbs. A small pen of animals such as pigs, sheep and chickens might also be feasible – perhaps a petting zoo approach would bring the area to life, especially for families with children.

**Interpretive sub-themes for blacksmith/kitchen garden area:**

- Life was hard, but the Acadians made the most of their environment and were self-sufficient
- A typical Acadian homestead had a small garden of vegetables and herbs that were used to prepare meals
- Animals such as chicken pigs, sheep, and cattle were also kept for food and trade

The walking trail would continue, from the homestead through the walking gardens, to the Memorial Church, the statue of Evangeline, the willows, and the cemetery area.

**Interpretive sub-themes for Evangeline/willows/cemetery area:**

- The story of Evangeline – fiction versus history (i.e., willow trees, Evangeline's Well)
- The immediate area is believed to be the original heart of the Acadian community.

***Area 2: Horton Landing***

It is beyond the scope of this assignment to determine the overall interpretive parameters of this thematically and culturally sensitive place, as further consideration and discussion needs to take place among the community stakeholders. Further consideration needs to be given to the overall intent, message, and feeling the site should convey to visitors.

While there can be a link made to the overall agricultural story of Grand Pré (exporting goods to other areas from the landing), we recommend that the overriding Deportation/Arrival story be maintained. We recommend that this site requires, at minimum, landscape consideration and seating for reflection and commemoration.

**Interpretive sub-themes for Horton Landing:**

- The general area was originally part of the 'port' used by the Acadians for exporting goods for trade (the actual port was further upriver)
- The site is a deeply spiritual and powerful place for Acadians
- It is also the arrival point of the New England Planters

- Today it is a place of reflection for Acadian, Planter and Mi'kmaw descendents

#### **4.7 General communication approaches**

Various communication approaches should be considered in order to make the visitor experience a rich, varied and memorable visit. Recommendations for communication approaches are as follows:

The main approach to interpretive communications will be self-guided tours using updated interpretive panels and informational brochures and orientation map(s). The story and text of the existing interpretive panels should be revisited and re-written to accommodate updated themes and storylines. The panels themselves could be more



text driven and less visually driven, considering them as descriptive or explanatory text to the scene. We also felt that the existing interpretive support structures – galvanized metal tubing – was oversized and out of character with the historic nature and vernacular of the site.

***Illustration 14: Existing interpretive panel***

As well, simple directional signage should also be considered and incorporated cohesively with the interpretive signage and throughout the proposed interpretative area as applicable.

Guided tours could be optional to take larger tour groups around the site by experienced, bilingual tour guides – either in uniform or period clothing. This might be managed on “per appointment” basis. In addition, the option of other language interpretation would provide a more international appeal to the site – i.e., German, Spanish and Japanese.

An audio ‘pod casting’ approach would allow visitors to download Grand Pré interpretive tours (from your website) in various languages. Pod casting is online audio content delivered via the Internet to applicable hand-held devices such as iPod, iPhone, Blackberry, etc. A large demographic of younger visitors use this technology on a daily basis. Essentially audio tours would be written, translated and recorded in various languages, converted to an appropriate digital audio file, and made available on a website.



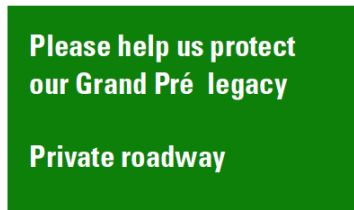
**Illustration 15:** Podcasting allows self-guided multiple language tours

While the tech-savvy have endorsed pod casting as a new audio medium, the process is not overly complex and has much merit and potential. This option assumes a functional / operational website would be available.

It is recommended that there be more seating and rest areas provided for visitors along the path, necessitated by the considerable expansion of the interpretive walking trail around the National Historic Site.

#### 4.8 Overall access

The overriding challenge will be to successfully welcome visitation and, at the same time, restrict access to private property. It is recommended that all applicable private roadways are signed with authoritative, but 'softer' bilingual messaging.



**Illustration 16:** Restrictive signage will discourage visitors to travel on private land.

If restrictive signage does not discourage or deter visitor trespassing, specific roadways or entrance points may also need to be gated in addition to applicable signage.



**Illustration 17:** A simple gate structure signage will further discourage access.

## 4.9 Sustainability

In the case of managing groups of people in the areas as mentioned in this document, environmental and agricultural impact will be the prime consideration before any construction or changes to the landscape can occur. Initial recommendations for general sustainability include:

- All construction materials and fabricators/labour will be locally sourced, as applicable
- Benches or other types of exterior seating could be fabricated using recycled materials, as applicable
- A Farmers' Market-type venue on the site should be explored to provide visitors with:
  - An awareness of the continuing agricultural significance of the area
  - A tangible 'take away' for the visitor as a reminder of their experience
  - Visitor connection with the community and the land
  - Visitor connection with story of Grand Pré
  - Potential revenue stream.

## 4.10 General implementation recommendations

While some of the issues and recommendations in this report are for the longer term, we offer these action items to be considered for the near future:

Item	Time frame
<b>Horton Landing upgrades</b>	Immediately
A. Discuss on-going access to the site via an easement or other legal agreement	
B. Plan and prepare basic landscaping upgrades and seating (with Parks Canada) for 2010 season.	February - June
<b>Pathway to cornfield/look-off</b>	March - June
Discuss potential development (with Parks Canada) of pathway to top of cornfield to at least provide a path to the delineated look-off area in time for the tourist season.	
<b>Investigate Podcasting</b>	February - March
Review feasibility of podcasting several foreign language tours of external grounds around the National Historic Site.	

Suggest German, Spanish, and Japanese, for example.

**Blacksmith's shed re-purpose**

Discuss the potential development (with Parks Canada) of re-purposing the blacksmith's shed area as an Acadian homestead, for completion prior to the 2011 season.

February 2010 -  
June 2011

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## 5 LEGACY OPTIONS

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Part of this project involves developing recommendations for legacy projects that could be developed within a \$20,000 budget, or by leveraging that amount, in 2010. A number of ideas have been developed and are recorded here.

### 5.1 Legacy option criteria filters

Filters were developed and sanctioned by the Steering Committee to guide our thinking in development of these ideas and to help with an initial short-listing of concepts. The following five filters support the Strategic Tourism Principles of the project and the OUV. Several of the legacy options have been deemed appropriate and significant enough to become recommendations in the Management Plan, the Interpretation Framework and the Tourism Development Framework.

#### **Filter 1: Appropriate** (to heritage and site)

- Project's contribution to the principles of the OUV
- Project supports ongoing story cultural/agricultural landscape with or without World Heritage designation
- Project "honours" the community of Grand Pré and Area for its commitment to collaborating toward World Heritage designation.

#### **Filter 2: Appropriate** (to future development)

- Project supports the strategic objectives outlined in the Tourism Management Plan/Interpretative Framework/Tourism Development Plan for Grand Pré as a World Heritage Site.

#### **Filter 3: Financial feasibility**

- Project is achievable within the prescribed budget (\$20,000)

#### **Filter 4: Logistical feasibility**

- Land/resources/partners are available to achieve the project

#### **Filter 5: Sustainable**

- Project can be maintained / sustained over time.

## 5.2 Legacy project options

At a community town hall session on January 21, 2010 a straw poll was taken. Nine concepts for a community legacy project were posted and people had the chance to write in other ideas. The first idea listed below - the Panoramic Viewing Deck - received the overwhelming support of the group and *is the recommendation of the Consulting Team as a Legacy Project*. The shortlist of legacy options is shown below:

### ***Panoramic viewing deck***

- To be located above the cornfield and National Historic Site on Old Post Road
- Wheelchair access and parking, perhaps off Old Post Road. Walk up from National Historic Site
- Could incorporate a Declaration of Shared Legacy (option #2) as a 'plaque'
- Deck could be initiated at a 'ground breaking' ceremony
- Parks Canada must be onside with the project
- Could use local workers and resources. Built to last (cedar/treated), but reflect some of the traditional building methods as applicable
- May qualify for funding under the provincial product development program<sup>3</sup>
- Could start out as a raised path or simple platform and evolve into a sheltered area with seating, interpretive panels, binocular look-off stations, etc.

### ***Declaration of shared legacy***

- Based on the OUV of shared history and legacy, this would be a plaque commemorating the community's commitment to shared stewardship
- Could include the family names of all who live(d) on the designated site and reference their descent and centuries of residency
- Could be located at Horton Landing, on the dykeland along the walking trail or at the view plane site and could be incorporated into any option.

### ***Tour Kiosk***

- A staging area for group tours close to parking and washrooms, where tours would begin, bicycles could be rented, etc
  - Located across from National Historic Site
  - Built to last, with expansion into additional purposes. Basic healthy concessions – water, milk, coffee, tea, juice, fruit and home-baked goods.

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<sup>3</sup> <http://www.gov.ns.ca/tch/tourism/funding-programs.aspx>

The Kiosk is referenced in Tourism Management Assessment and Interpretation Framework sections of this report.

### ***Walking Trail***

- A controlled walking trail around the perimeter of the site for use by visitors and residents may over time become a series of “loops”
- Based on land use negotiation, the trail could travel along traditional roadways and Acadian roads
- Would include non-invasive visitor directional signage, interpretative information and rest areas

### ***Shared Legacy Spirit Award***

- Given annually to a person or business/organization that fostered / demonstrated the spirit of shared legacy.

## **5.3 Legacy Recommendation: Panoramic Viewing Deck**

We recommend a panoramic viewing platform be developed at the top of the cornfield upland above the National Historic Site. The Viewing Deck is located at a look-off site which provides the quintessential ‘bird’s eye view’ of the marshland, dykes, National Historic Site, the Bay of Fundy and tides. The panoramic view of the agricultural landscape has remained virtually unchanged for over 300 years. The Viewing Deck will be a legacy for the community with or without World Heritage designation.

This look-off area can be developed in stages: first (Stage 1) as a raised wooden view-deck, then developed, enhanced or enlarged (Stage 2) as a gathering place with roof structure, removable seating, wheelchair access, podium, mounted binocular stations and interpretive panels. Parking must also be considered.

### ***Implementation/ Next Steps***

- Organize a Legacy Project Committee
- Discuss potential development with Parks Canada
- Introduce the legacy project to the community
- Assess possibilities of funding partners for Stage 1 and Stage 2
- Approach provincial and federal funding sources and possible sponsors
- Announce funding partners/sponsors as required
- Assess parking and path access requirements for Stage 1 and Stage 2
- Ensure all regulations and requirements are reviewed



- Survey land ensuring space allocation for enhancements
- Develop drawings of the viewing deck in Stage 1 and Stage 2
- Call for tenders
- Develop Stage 1
- Time frame: April to August 2010

***Estimate of probable costs (Class D Estimate: +/- 20%)***

Based on known information and general assumptions

**Stage 1: Panoramic Viewing Deck**

Grade level, approx 20' x 15', (300 ft<sup>2</sup>), railing, steps  
Pressure-treated structure, 2" x 6", cedar decking

**\$21,500**

**Stage 2: Expanded Viewing Deck/ Gathering Place**

Existing deck expanded to approx 40' x 15' (600 ft<sup>2</sup>),  
with roof structure

**\$50,000**

***Allowance for removable seating, podium, binoculars  
Interpretive panels TBA***

**\$8,500 - \$12,500**

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## 6 TOURISM DEVELOPMENT FRAMEWORK

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In this section of the report we cover:

- Regional tourism development – a strong start
- Growing momentum in the region
- Tourism Development Framework
- Product development – an Experience Inventory
- Regional tourism marketing issues
- Four development themes
- Gateway Centre – a sense of arrival

### 6.1 Regional tourism development - a strong start

The Kings County area has an enviable jumpstart in efforts to take its tourism industry to a new and exciting level in the wake of World Heritage designation at Grand Pré. The area is rich in resources that can be used to further develop tourism.

Since the early 20<sup>th</sup> century the area has been recognized as a Mecca for visitors. The high awareness of Grand Pré as the “the spiritual center” for the Acadian people and Parks Canada infrastructure have fueled the recognition. Festivals of significance, in all seasons, operate annually in Kings County and the area is recognized for its adventure opportunities, primarily outstanding hiking and biking. Today, the travel corridor from Grand Pré through to and including Wolfville is moving toward “destination” prominence due to the growth of unique and motivating product clusters, culinary and wine experiences.

Local tourism operators are creative and the industry is mature. Capacity exists in a diverse accommodation and food and beverage base to service increased visitation year-round. The business community and local governments understand and appreciate the value of tourism as business. With close attention paid to priority industry growth initiatives, this region can offer world-class tourism product to new visitors.

## **6.2 Growing momentum in the region**

The Management Plan for Cape Split, a major pristine and untapped adventure resource for this area, is complete and in the hands of the Department of Natural Resources. The land assembly to support the plan is organized and the plan identifies viable and sustainable experiences for Cape Split that require market readiness efforts.

A major study that is currently underway, the *Bay of Fundy Attraction and Interpretation Plan*, identifies product and experience enhancements and will be in the hands of its funding partners, including Kings Regional Development Agency, by late spring of 2010. This study promises to establish a new benchmark for developing Nova Scotia attractions and destinations along the bay. Grand Pré - Wolfville is anticipated to be an important point of focus for attraction development along the Bay of Fundy, along with the Parrsboro - Joggins area. UNESCO designation for the cultural landscape of Grand Pré will mean that two World Heritage Sites and a World Biosphere site will exist within a relatively small area. As well, Grand Pré - Wolfville is moving in the direction of becoming the “Napa Valley” of Atlantic Canada; a unique and appealing area that provides quality and a satisfying experience over a number of seasons. The visitor attracted to a destination like Grand Pré - Wolfville is also interested in hiking, biking, history, meeting unique people in authentic situations, and “learning from the visit”.

### ***UNESCO designation reinforces tourism momentum for the region***

The OUV embodies the powerful identity for which this region of Nova Scotia is recognized: *stories of an exceptional land are written and told here*. Nova Scotians and visitors alike will visit to participate in the “stories of the land” – from the passionate history of the people who live here to experiences in food and wine, berry picking and pumpkin festivals, eagles in winter and tides year-round. UNESCO designation is the platform around which the region can rally to develop themed product and experiences for all visitors.

The international profile of UNESCO can open doors to lucrative marketing partnership opportunities within the region, within Nova Scotia, and further afield.

### ***UNESCO designation - renewed pride of place for Kings County***

The international profile offered by UNESCO World Heritage designation along with new partnerships and collaborations will work to knit a close fabric of appreciation among towns and communities throughout the region. Working toward a region-wide program of tourism development based on core themes will result in a renewed pride of place for the people of the region.

World Heritage designation will provide a fresh proposition upon which to recruit investment, especially in the agricultural sector, and to encourage immigration to the area.

### **6.3 Tourism Development Framework**

The Tourism Development Framework was developed to provide structure to guide the work of many organizations within the region and to provide a basis for discussion among many stakeholders.

Visitors buy experiences not individual hotel rooms or sightseeing tours. They seek out a destination of interest and then look for activities and experiences that are packaged or bundled together in captivating ways and are aligned with their interests.

We recommend that four themes guide future tourism development in the region:

- Adventures in Taste – the food and wine experience
- Touch the Land – getting back to nature
- Festivals – working together
- Bay of Fundy – natural wonder

### **6.4 Product development – an Experience Inventory**

The “stories of the land” can be experienced in many ways; as high quality culinary and wine experiences; as the joy of the harvest through festivals, community suppers or the whimsy of pumpkin-people; as a tour of the highest tides in the world; or a family picnic at an apple or blueberry u-pick. Weaving together experiences will make Kings County and region a “must visit” area and worth the trip for an extended or multiple stay.

#### ***Developing experiences across all four themes***

The magic is in weaving the experiences together. The tourism industry should build an inventory of year-round tourism products, an Experience Inventory that relates to the central theme of the area. To build a profitable Experience Inventory tourism leaders must:

- Establish benchmarks for experiences to ensure that they satisfy the core theme and support the principle of sustainability inherent in the UNESCO Statement of OUV
- Gather and present existing products in marketable and accessible clusters ensuring that the specialties and unique features of each are documented. For instance, the critical mass of u-picks when presented collectively as a travel

opportunity reinforces a core tourism theme of the area AND makes the visit “worth the trip”

- Enhance existing experiences and refresh them with new dimensions and appeal by adding new or non-traditional, under-utilized and intriguing resources. Perhaps a farmer could demonstrate the use of farm equipment and explain harvest methods at a farm market. Or, perhaps slices of apple pie with the recipe and glasses of locally-produced juice could be sold in a picnic area at an apple u-pick
- Generate incremental experiences that support the theme and complement existing experiences in strategic locations throughout the region. There may be opportunities for scientific symposiums at Acadia University or on the shores of the Minas Basin. Fruit and vegetable processing plants could offer visitor tours

### ***Keep the Experience Inventory current***

Commit the Experience Inventory to a database that is readily accessible, customer-friendly, easy to update and regularly maintained. Understand the technical requirements of key partners, such as Nova Scotia Tourism, with whom you will share this information in advance of developing the database. Ensure that details such as hours of operation, seasonality and contact information is complete with each entry. This inventory will be the root material from which dynamic and comprehensive visitor information is built and presented.

### ***Tap into available resources***

The Grand Pré area and surrounding region can access a number of experience-enhancement programs designed to equip communities with creative insights into experience development and market readiness. The Department of Tourism, Culture and Heritage has information to connect eligible communities and destinations with:

- International destination development expertise and mentoring
- The resources of the Gros Morne Institute for Sustainable Tourism (GMIST) and its leading programs for successful experience development and management
- Community Market Readiness Assessment program offered by the Department.

## **6.5 Regional tourism marketing issues**

Over time the Kings County region should work to consolidate marketing efforts and focus on building the destination by harnessing individual marketing efforts for collective benefit. The Experience Inventory should be offered consistently in all marketing efforts emanating from the region and at *every point of customer contact* throughout the region.

The towns and communities and festivals and events in the region tend to promote themselves independently with few marketing collaborations such as web links and cross-marketing. The potential visitor who doesn't understand local jurisdictions, associations or organizations must visit a number of websites and read many local publications to find the experiences awaiting him in Kings County and region. The experiences and activities which encourage a prolonged and engaged stay in Kings County are awkward to locate.

With its powerful themes, growing identity, authentic experiences, and strong products to offer, the region can maximize tourism results by making every marketing dollar count in a collective effort to generate business to the region. The region should:

- Ensure that core images are selected to represent the Experience Inventory
- Ensure that the Experience Inventory is linked to every local business, tourism, and government website in the region, is central to all marketing communications, and is available at every point of customer contact
- Ensure that the core theme and the Experience Inventory are central in all provincial, national and international partnership marketing efforts and all travel trade and travel media relationships

Whether the target visitor is in Halifax or Helsinki the Experience Inventory is the gateway to outstanding tourism opportunities in the region and, if communicated effectively, will result in increased visitation and expenditures.

### ***Intercept - keep them here!***

Every tourism and business operator and resident in Kings County is a potential ambassador for tourism. Each has a role to play in actively encouraging visitors to stay in the region. A visitor will be motivated by the endorsement by a local to visit a farm market if informed that "the first of the blueberries are available for picking today"....or "you just can't miss the play at the National Historic Site"...and "don't forget the tide changes at 4pm!" The Experience Inventory should be the central source of information and available to all business and tourism operators, museum staff, and residents. From accommodation operators and breakfast servers to jewelry store salespeople – all businesses and residents throughout the region can be influential tourism ambassadors by intercepting visitors, offering experience suggestions, and passing customers from location to location throughout the county. Programs could be developed along the lines of "The Valley Today".

### ***Engage non-traditional tourism partners***

The Resource Inventory and SWOT Assessment included in this report list resources that can be put to work to support tourism development. Some have recognized their

roles in tourism. Others, however, may not have considered themselves contributors to tourism experiences and will need to be engaged. Among these non-traditional resources are:

- Commercial fruit and vegetable production plants who could offer tours of their operations
- Scientists, archeologists and birding enthusiasts whose expertise could enhance tours of the World Heritage Site
- First Nations leaders and spiritual guides
- Community organizations with hosting capabilities
- Acadia University and NSCC for extended learning opportunities
- Retired farmers, local historians and beekeepers and many others - who are the community's storytellers.

Incorporating non-traditional partners in programming not only expands the scope of an experience but adds intrigue and a new level of authenticity and credibility.

## **6.6 Four development themes**

Tourism development in the region can be effectively structured into categories under the core theme of "stories of the land". The supporting themes were chosen because they represent areas of experience that are in high demand and play to the strengths of the region. Many visitor experiences and activities will find a home under these themes:

- Adventures in Taste – the food and wine experience
- Touch the Land – getting back to nature
- Festivals – working together
- Bay of Fundy – natural wonder.

Although the UNESCO designation is the focus of this report, the themes have development potential with or without the designation and should be the focus of collective tourism development over the years to come. The themes have the potential to engage many public and private sector organizations in collective planning and implementation.

### ***Adventures in Taste – Nova Scotia's food and wine experience***

The region is developing and delivering experiences with this theme now - a fertile base on which to build a reputation for memorable food and wine offerings. With close proximity to metropolitan Halifax, the region can become the "Napa Valley" of Atlantic Canada - a must visit excursion. Winery tours, traditional cooking classes, berry picking / jam making weekends, food festivals, themed dinners, and community suppers could be included on the menu of events and activities offering "adventures in taste". There are options for all seasons, for all ages and for varying lengths of time.

### ***Touch the Land – getting back to nature***

With a landscape that includes Cape Split, rolling farmlands and the vista of the Bay of Fundy, regional experiences can incorporate soft adventures activities. Hiking and walking trails can be mapped for self-directed tours or offered with knowledgeable guides. The region is recognized as a prime biking destination and multi-day routes can be packaged with wine tours and accommodations for a diverse Kings County experience. The intricacies of haying and harvesting apples or a tour of a juice-making plant will capture the attention of visitors. The recommended trails and tours at the Grand Pre site will be a key feature of this theme.

### ***Festivals – working together***

Festivals and special events are valuable tourism assets and deserve attention in a Tourism Development Framework. They give visitors specific reasons to travel. They reflect the character and style of a destination and offer opportunities to sell local products and build relationships. Many of the signature festivals and events in the region celebrate the rural character, the true personality and culture of the area. To operate and survive, local festivals and events compete for money, attention, support and volunteers. Opportunities exist for greater synergy among festival organizers on planning, marketing and project execution. Festivals within the region can share information, planning timetables, cross-marketing and perhaps even coordination of staffing and volunteers. An outstanding example of festival growth through cooperation is the annual event now billed as the *Valley Pumpkin Festival* where independent harvest-related celebrations pool marketing resources to generate a festival with depth and variety throughout September and October. Opportunities exist in this region for string festivals in all seasons.

### ***Bay of Fundy – natural wonder***

The magnetic qualities of the Bay of Fundy are drawing increasing attention and marketing commitment. The region should position itself as an important on-ramp to the Bay of Fundy. Tours to and along the water's edge will give the visitor access to the mud and the ocean bottom. Historic interpretations, scientific and tidal programs and birding activities are possible, again in all seasons.

Each of these four themes has the potential for cross pollination at the packaging level. Business and tour operators should be encouraged to mix and match elements. Two key disciplines that will support the development of these themes are product development and marketing. A highly skilled private business or marketing organization could lead these support efforts and, in the initial stages, Kings Regional Development Agency and Destination South West Nova tourism association could coordinate implementation and monitor activities.



The themes include more than just touring, interpretive or culinary experiences. They have potential to drive themed enhancements of other tourism facilities and services such as accommodations and retail, which tie-in nicely to these themes (e.g. farm B & Bs, arts and crafts shops focusing on specific traditional crafts, etc.).

The table below provides a high level view of the themes, key activities and potential partners and organizations that could be involved in this regional work.

Theme	Key Activities	Partners
<b>Adventures in Taste – the food and wine experience</b>	<ul style="list-style-type: none"> <li>• Use the Experience Inventory for detailed opportunities</li> <li>• Develop one NEW experience for each season</li> <li>• Market to Atlantic Canada in winter</li> <li>• Develop a Plant-A-Seed schools program for spring</li> </ul>	<ul style="list-style-type: none"> <li>• Taste of Nova Scotia</li> <li>• Nova Scotia Tourism</li> <li>• Non-traditional tourism partners</li> <li>• Sponsorship from Vesey's Seeds</li> </ul>
<b>Touch the Land - getting back to nature</b>	<ul style="list-style-type: none"> <li>• Use the Experience Inventory to source farms as sites for participation in programs</li> <li>• Work with hike/bike operators to generate offers in all seasons</li> <li>• Work with DNR to action the Cape Split Management Plan</li> <li>• Provide way-finding /interpretive signage on existing trails</li> </ul>	<ul style="list-style-type: none"> <li>• DNR</li> <li>• Bicycle Nova Scotia</li> <li>• Nova Scotia Trails Assn</li> <li>• Local festival organizers</li> </ul>
<b>Festivals – working together</b>	<ul style="list-style-type: none"> <li>• Develop a committee of local festivals</li> <li>• Share successes and bloopers</li> <li>• Coordinate dates and activities among festivals</li> <li>• Develop a “festival info” resource of details to feed online, phone-in requests for information</li> </ul>	<ul style="list-style-type: none"> <li>• NS Tourism festivals' coordinator</li> <li>• DSWNS</li> </ul>
<b>Bay of Fundy – natural wonder</b>	<ul style="list-style-type: none"> <li>• Engage in Bay of Fundy Planning efforts</li> <li>• Document UNIQUE regional features and leverage them</li> <li>• Secure public beach access</li> <li>• Embed Blue Beach in the Fundy “fossil messaging”</li> </ul>	<ul style="list-style-type: none"> <li>• Bay of Fundy Tourism Partnership</li> <li>• Nova Scotia Tourism</li> <li>• Museum of Natural History</li> </ul>

## **6.7 Gateway Centre – a sense of arrival**

A “gateway” to the attractions and experiences of the region would offer visitors the satisfaction of “having arrived” at a destination of value and quality. The Gateway Centre would interpret the evolution of the landscape, offer visitors a comprehensive overview of activities in the region, and efficiently move people to their chosen destinations throughout Kings County and the Annapolis Valley.

This Gateway Centre should be strategically located at the entrance to the region rather than at the World Heritage Site. It could serve as a visitor centre for information and accommodations, a location for ticket sales for festivals, a departure point for tours, a referral point for trip-planning, a service center for functional needs from washrooms to an internet hotspot, and perhaps a performance venue. This Gateway Centre could evolve into a location for community events in all seasons and could become a welcome centre for the World Heritage Site and the multi-dimensional agricultural experience of Kings County and region. Depending upon the size, scope and priorities of community planning, the Gateway Centre could include appropriate retail opportunities. The Gateway Centre would offer the visitor the continuity of a departure point from which to begin a Grand Pré / Wolfville / Kings County experience. The tourism themes for Grand Pré and region should have a strong presence in the Gateway Centre.

## **6.8 General implementation recommendations**

The Tourism Development Framework provides focus for the activity of many organizations – development agencies, marketing organizations, tourism associations, business partnerships and individual businesses.

We have structured it around four development themes that can be used for everything from pan regional product development initiatives to packaging at the individual hotel or restaurant level. Communicating these themes to as many organizations as possible will help more people and groups get engaged and leverage the power of the themes. The themes are market driven, powerful and aligned with regional strengths and momentum.

The development activity can and should begin immediately and be a focus for regional development regardless of the results of designation.

In the initial stages we recommend that a leadership team:

- Communicate the themes to as many interested organizations as possible
- Host a workshop in 2010 which would assemble the broadest possible cross-section of tourism operators and organizations interested in the themes

- Focus the workshop on engaging this group's initial implementation planning and organize a steering committee from across the region. Ensure that the partners and members of this committee include organizations from the tourism industry, Parks Canada and local municipalities plus non traditional partners like agriculture, natural resources, education, the food and beverage industry, and the arts
- Encourage them to develop their own high level implementation plan and meeting schedule. Then organize sub committees around the individual development themes
- Support this regional committee with secretariat support for the first year. This should include coordination support, development of a database and communication support for their efforts
- Kings RDA can be this group's conduit for external partnership development with municipalities, the agencies of the provincial federal governments and even foreign tour operators, interest groups, media and investors
- Host an annual symposium where all interested parties can gather to share information and successes around their various projects that align with the four development themes. This should be broad based and include, not only regional members, but groups and businesses from afar
- Do not restrict participation strictly to those in the region. Organizations and partnerships exist elsewhere that will bring energy, resources contacts and ideas to the initiative.

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## 7 OVERALL IMPACT ANALYSIS

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It is anticipated that the UNESCO World Heritage Site designation at Grand Pré will have a number of significant positive impacts in relation to overall site visitation, tourism visitation to the immediate region, various economic impacts associated with the increased tourism activity, and some positive social-cultural impacts. At the same time there is potential for some negative impacts, which really depend on the extent to which tourism activity increases. Given that overall tourism visitation levels have declined significantly over a number of years, any potential negative impacts of increased tourism visitation are expected to be minimal, given that the Grand Pré National Historic Site and the surrounding region have hosted many more visitors annually in the past than at present. The various components of impacts are reviewed and analyzed in this section of the report.

### 7.1 Overall economic impacts

Because of the significant decline in tourism activity at Grand Pré over the past two decades, the potential economic impacts of the UNESCO designation are viewed as being positive. These economic impacts include increases in tourism visitation to the Grande Pré site itself and visitation to the surrounding region, incremental tourism spending, both onsite and offsite, incremental employment, both onsite and offsite, and other positive impacts on local businesses.

#### ***Increases in tourism visitation***

Two previous examinations of economic impacts associated with the designation of Grande Pré as a UNESCO World Heritage Site have already been undertaken. In April 2009, an economic impact study was completed for Nomination Grand Pré by professors at Acadia University entitled: *Grand Pré: An Economic Impact Assessment of a UNESCO World Heritage Designation*. This study undertook the following:

- It examined visitation patterns to the Grand Pré National Historic Site for the period 1998-2008 and projected future visitation with and without the UNESCO designation
- By examining the experience of Lunenburg's designation as a UNESCO World Heritage Site it estimated the proportion by which visitation to Lunenburg increased after its designation as a World Heritage Site
- The study also conducted a survey of 278 visitors at Grand Pré and locations around the historic site. The focus of the survey was to determine current visitor spending by tourists that visit Grand Pré. This was done in an effort to quantify current and future economic impacts.

A second study of the UNESCO designation impacts was prepared for the Nomination Grand Pré Committee in October 2009 by KELCO Consulting Ltd. This analysis reviewed the various impacts of the UNESCO World Heritage Site designation in three comparison communities including Lunenburg, as well as New Lanark in Scotland (an industrial heritage community) and the Bend of the Boyne (Bru na Boinne) in Ireland (Europe's largest and most important concentration of pre-historic megalithic art). Using this comparative analysis various types of impacts were examined including potential benefits of the UNESCO designation, business impacts, economic impacts, property value impacts, property tax impacts and infrastructure impacts.

The general conclusion in both studies was that the positive economic impacts could be significant, although would not be on a scale that would result in corresponding negative impacts such as having too much tourism activity, disruptions to local communities or the necessity for additional infrastructure.

Based on the findings and conclusions of the above-noted impact studies prepared for Nomination Grand Pré, as well as previous similar work undertaken by the consultants at Economic Growth Solutions Inc., it is very likely that the result of a UNESCO World Heritage Site Designation for Grand Pré will be increased visitation to the site. In the April 2009 Acadia University study, it was concluded that a 6.2% increase in visitation would likely occur as a result of the UNESCO designation.

- As the designation would occur in 2012, it is necessary to project the Grand Pré National Historic Site visitation levels for 2012, based on examination of trends over the past two decades
- As noted earlier in the study, there has been a steady decline in visitation to the site over the years and the Acadia University Economic Impact Analysis concluded that there may be a possibility that visitor numbers would return to an overall average of visitation over the past 10 years or so, approximately 45,000 or, more likely, visitation levels would be a continuation of the declining trend which would result in a total visitation of 24,650 by 2012
- Our view is that the most likely scenario is in between these two estimates, although closer to the lower estimate. As of 2009 site visitation was approximately 29,000, but this occurred in the depth of the recession and with the maximum negative impacts in terms of attracting U.S. visitation
- It is likely by 2012 that even if a slight decline occurs again in 2010, in 2011 and 2012 there is likely to be slight upturn so we are projecting 2012 visitation conservatively at 30,000 for Grand Pré National Historic Site, without a UNESCO designation.

The Acadia University study projects a low and high visitor increase scenario with the low being an increase of 2.75% as a result of UNESCO World Heritage Site designation and the high being 9.8%. The remainder of our analysis is based on the medium scenario of 6.2% increase in visitation, which we feel would be the most likely outcome in terms of incremental visitation impacts associated with the UNESCO designation alone. It is quite possible that if the economic recovery and the recovery of U.S. visitation to Nova Scotia occur at a faster rate than expected, the visitation numbers will be somewhat higher, but not specifically because of the UNESCO designation.

With a base visitation to the Grand Pré National Historic Site of 30,000 estimated for 2012, the 6.2% increase would mean an additional 1,860 visitors. It should be noted that this is strictly the increase in number of visitors to the Grand Pré National Historic Site and immediate area as a result of the UNESCO designation.

- It is likely, however, that additional visitation to the region may be stimulated as a result of the increased awareness of the region as a result of the UNESCO Designation
- The designation helps to put the region “on the map” in a broader international context than may be the case at present. Clearly, many of the incremental visitors to the region may visit the site itself, but not likely all of them, so it is reasonable to assume that in addition to the incremental 1,860 visitors to the site, at least a few thousand additional visitors may visit the area as a result of the increased awareness caused by the UNESCO designation
- It is difficult to back-up this assertion with quantitative data, but additional destination area awareness in the marketplace normally results in higher visitation levels, unless there are counteracting factors (e.g. - a bad economy) at the time.

### ***Incremental tourism spending onsite and offsite***

The increases in visitation noted in the preceding section will clearly result in incremental tourism spending at Grand Pré National Historic Site and off-site in the immediate vicinity. The Acadia University study did a detailed survey of visitors during 2008, which enabled them to assess expenditure patterns, as shown in Figure 7.1.

Figure 7.1: Average Expenditures of Visitors to Grand Pré National Historic Site, 2008

Expenditure Category	Amount Spent (\$ Cdn)
Accommodation	\$22.39
Meals and beverages in restaurants	\$17.34
Groceries/liquor at stores	\$2.15
Vehicle rental	\$2.74
Other shopping purchases	\$11.19
Operation of private vehicle (gas, oil)	\$4.84
Recreation and entertainment	\$7.73
Inclusive travel package	\$0.07
Other	\$0.28
<b>Total Average Expenditures</b>	<b>\$68.72</b>

Source: Acadia University, *Grand Pré: An Economic Impact Assessment of a UNESCO World Heritage Designation*, April 2009

As shown, the survey accounted for various types of expenditures, the largest of which were for overnight accommodations and for meals and beverages in restaurants. The survey takes into account that some visitors will have stayed with friends and relatives.

In Figure 7.2, based on incremental visitation to the Site of 1,860 visitors, the total direct spending impacts are shown along with the indirect and induced impacts which take into account a multiplier effect.

Figure 7.2: Direct, Indirect and Induced Spending Impacts of Visitors to Grand Pré National Historic Site, 2008

Expenditure Category	Total Direct Expenditures (2008 \$)	Total Direct Expenditures (2012 \$)
Accommodation	\$41,645	\$43,311
Meals and beverages in restaurants	\$32,252	\$33,542
Groceries/liquor at stores	\$3,999	\$4,159
Vehicle rental	\$5,096	\$5,300
Other shopping purchases	\$20,813	\$21,646
Operation of private vehicle (gas, oil)	\$9,002	\$9,362
Recreation and entertainment	\$14,378	\$14,953
Inclusive travel package	\$130	\$135
Other	\$521	\$542
<b>Total average spending</b>	<b>\$127,836</b>	<b>\$132,950</b>

Source: Calculated from data in: *Grand Pré: An Economic Impact Assessment of a UNESCO World Heritage Designation*, April 2009. Assumes 1,860 incremental visitors.

It should be noted that the total spending impacts include incremental expenditures of visitors from all geographic markets, since the 6.2% factor was applied to total visitation to Grand Pré National Historic Site. However, this understates the total potential incremental tourism expenditure impacts as the following aspects need to be factored in:

- Increased average length of stay, as a result of additional attractions and features associated with the UNESCO Designation
- Additional on-site and off-site spending, as a result of additional opportunities for visitor spending in relation to additional interpretive programs offered, tours and excursions, and additional retail and food and beverage opportunities that may arise as a result of the designation
- Visitor expenditure impacts of additional visitors attracted to King's County as a result of the increased awareness of the region caused by the UNESCO designation.

These additional incremental impacts are more difficult to quantify based on any existing survey data. However, we project the following as being possible scenarios:

- A 20% increase in the average length of stay
- A 15% increase in overall visitor expenditures as a result of additional expenditure opportunities
- 3,000 additional visitors annually to the region as a result of the UNESCO designation who do not actually visit the Site, resulting in an incremental impact of another \$450,000 annually.

This results in total tourism expenditure impacts in the region of close to \$1 million annually, directly and indirectly, as a result of the UNESCO Designation.

### ***Employment impacts***

There are a variety of employment impacts that are likely to occur as a result of the UNESCO designation. These include one-time construction and development impacts as a result of any new infrastructure that is put in place as a result of the UNESCO designation. Examples include the Legacy Projects noted in the preceding chapter, as well as other possible infrastructure developments including additional trails, site buildings, roadways and parking areas and signage, among other things.

In addition to the one-time construction and development impacts, which can be expressed in person-years, there will likely be additional on-site permanent employment impacts, as a result of the broader mandate of the Grand Pré Historic Site to include



management and interpretation of the areas encompassed within the UNESCO designation.

- This would likely generate an additional 10 full-time and seasonal positions on-site, as well as an equivalent number off-site as a result of additional tours and excursions that would be stimulated by the expanded site interpretation programs
- Another dimension of on-going employment impacts would be associated with tourism-oriented businesses in the immediate region including accommodation establishments, food and beverage operations, and retail outlets that cater to visitors.

Sufficient data is not currently available to project these employment impacts in any reliable way. Therefore, it will be important to implement a systematic visitor tracking and monitoring system that will track visitation numbers not only at Grand Pré National Historic Site and the UNESCO World Heritage Site, but also at other local tourist attractions and facilities. Combined with the monitoring of visitation numbers should be an annual visitors' survey process that could measure the following:

- Geographic origins of visitors
- Visitor expenditures on-site and off-site by major expenditure category (e.g. accommodations, food & beverage, retail, transportation, etc.)
- Length of stay on-site and in the area
- On-site activities and features participated in at Grand Pré
- Other area attractions visited and activities visitors participate in
- Visitor demographics
- Visitor satisfaction levels with facilities/services offered on-site and off-site.

This survey process will be helpful for measuring ongoing economic impacts, monitoring the impacts of implementation of the Tourism Management Plan and Tourism Development Framework, as well as for ongoing marketing and management of the on-site and off-site visitor experience.

### ***Impacts on local businesses***

The additional tourism activity and the resulting expenditures and economic impacts are likely to have a positive impact on local businesses in the Grand Pré area. It should be noted that the projected increase in the number of visitors is fairly modest and well below visitation levels that have been achieved in the region previously. Therefore, it is not likely that significant new business activity will be stimulated by the designation itself, although it should help to enhance the viability and profitability of existing enterprises

that cater to visitors. Incremental business should occur for the following types of businesses:

- Accommodation establishments
- Food and beverage operations
- Tourist oriented retail outlets
- Tours and excursions
- Transportation services

Sometimes the increased tourism activity can stimulate the attraction of new tourism-oriented businesses to the region which, if they are more effective at catering to visitor needs than existing businesses, may result in some business displacement. Again, the projected visitation increases are relatively modest, so such business displacement is unlikely to occur simply as a result of the UNESCO designation. It is more likely to occur as a result of an improving economic situation and increasing visitation numbers because of economic factors rather than the UNESCO designation.

It should also be noted that the UNESCO designation is unlikely to increase the demand for labour in a significant way (although it will likely result in some additional jobs, as noted in the previous section), nor will it result in the bidding-up of wage rates.

In a very positive way the additional marketing cache for the region, as a result of the UNESCO designation, will help local and regional tourism-oriented businesses in their marketing efforts as there will be greater awareness of the region.

## 7.2 Other positive social-cultural impacts

Previous studies have demonstrated a variety of positive social-cultural impacts of UNESCO World Heritage Site designation, partly as a result of the economic impacts stimulated, as well as the addition of new facilities and amenities, educational opportunities, cultural preservation, and environmental conservation. These impacts are summarized below and are likely to occur at Grand Pré as a result of a UNESCO designation:

- **Cultural preservation.** The comprehensive interpretive program that would be developed in concert with the UNESCO designation, as described earlier in this report, will contribute to preservation of the cultural heritage of the region by presenting and interpreting this culture to the world.

- **Educational opportunities.** Presentation of the culture and the heritage landscape in on-site interpretive programs and other outreach activities will help to educate local and regional residents, as well as visitors, about this cultural legacy of the past few centuries. The interpretive programs and other programming associated with outreach activities will provide specific educational opportunities for the general public.
- **Environmental conservation.** The interpretive framework that has been developed in this study has been carefully designed to ensure conservation of the natural environment and the unique heritage landscape as it has existed for the past few hundred years. The UNESCO designation and expansion of protected areas through any additional land acquisition and site management controls will help to preserve the natural environment and cultural landscape of the region.
- **Community pride.** The international significance of the UNESCO designation is typically a great mechanism for boosting community pride. The area is then acknowledged to have a site which is on the same listing of internationally significant sites as some of the Great Wonders of the World, such as the Pyramids in Egypt, India's Taj Mahal, and the Acropolis in Athens, Greece. Frequently this boost in community pride spills over into community enhancements and beautification activities, which further enhance the attractiveness of local communities to visitors with resulting tourism economic impacts.
- **Community enhancements.** There are normally additional community enhancements that result from the UNESCO World Heritage Site designation including additional amenities and services at the Heritage Site itself, as well as improved amenities and services in local communities stimulated by the increase in visitor activity and corresponding economic impacts. These improved amenities can range from additional retail, food and beverage and cultural facilities to improved streetscapes, signage and access.

### **7.3 Possible negative impacts of increased visitation**

Both previous economic impact studies of the Grand Pré UNESCO designation have concluded that there are unlikely to be any significant negative impacts at the Site or in local communities as a result of the increased visitation. This is because the projected increase in visitation is relatively modest, as noted earlier, perhaps amounting to an additional few thousand visitors annually, well within the number of visitors that has been catered to over the past few decades. In fact, significant growth would have to occur in order to reach the levels experienced ten or twenty years ago. However, it is worth

commenting on the types of visitation impacts that could possibly occur if the increase in visitation as a result of the UNESCO designation is substantially in excess of what has been projected.

### ***Effects on the visitor experience***

The main possible negative impact on visitor experience would be as a result of any site congestion that could occur because of an increased number of visitors. As noted, this is unlikely because the actual visitation to the site is unlikely to increase by more than a few thousand visitors annually, directly as a result of the UNESCO designation. In fact, there may be a positive impact on the visitor experience in that the site would appear to be more active and vibrant than has been the case for the past few years when there have been significant declines in visitation.

### ***Effects on circulation patterns between attraction points***

This would be a concern if visitation levels increased to the point where any type of congestion could occur on roadways, walkways or pathways that connect the various attraction points in and around the National Historic Site and other protected areas that may be designated as a result of the UNESCO designation. These kinds of impacts can be carefully managed through signage, controlled access points and the requirement to use guides to access various locations in and around the designated sites.

### ***Potential community change***

Clearly this could be a positive or negative impact. Our view is that the overall impact in terms of community change will be positive in that it will provide a much needed boost to the sagging tourism revenues experienced over the past several years. This boost will not likely be so much that there would be a negative impact on the community from too much tourism or too many visitors. Over the foreseeable future visitation levels are likely to remain well below what they have been in the past going back to the 1990s and 1980s.

### ***Tourism impacts on agricultural economy***

Should tourism activity increase substantially over time, local residents may have a concern regarding possible negative impacts on the agricultural economy. This is unlikely to occur as long as there are systematic land use planning controls in place to protect existing agricultural lands from other uses. The projected increases in tourism visitation as a result of the UNESCO designation are expected to be modest and over the next decade or more visitation levels to Grand Pré are unlikely to return to the levels experienced 10-20 years ago, so tourism impacts are unlikely to change the nature of the community to a point where agriculture is not predominant. Should tourism impacts become much more significant at some point in the distant future, it should be possible

to control any possible negative impacts with good on-site and off-site management protocols and effective land use planning as noted below in section 7.4.

### ***Relationship of residents to local setting/community***

Another possible concern, fairly similar to that noted for agriculture is the extent to which increased tourism activity in the area might affect the relationship that residents have with their setting/community, such as access to the marshlands, access to public spaces, and overall ability to enjoy their community. As has already been noted and discussed above, the projected visitation increases as a result of the UNESCO designation are relatively modest and can easily be accommodated with the existing infrastructure and services that already exist within the local communities. Therefore, we do not believe that local residents will be impacted significantly in terms of their access to the marshlands, access to public spaces, or other aspects of enjoying their community. In fact, their enjoyment of their community may indeed be enhanced as additional tourism activity may improve the viability of local food and beverage and retail establishments, as well as arts and cultural activities and other community amenities

### ***Pressures on resource protection, property values***

The previous economic impact studies for the Grand Pré UNESCO designation have concluded that these pressures are unlikely to occur, particularly any impact on property values. In the Kelco Consulting Impact Study of October 2009 it was concluded that, based on the examination of comparable UNESCO Sites (Lunenburg, New Lanark, Scotland, and Bru Na Boinne, Ireland) pressure on property values did not occur as a result of the designation.

The most relevant example would be Lunenburg itself.

- While there have been significant property value increases in Lunenburg, this is as a result of other real estate factors including interest by Americans, as well as by empty nesters and retirees who look at the community as an ideal location to get away from the pressures of larger cities
- This kind of real estate phenomenon is already occurring in the Annapolis Valley and the area around Grand Pré and there is already upward pressure on housing prices, as a result of insufficient land available for housing development
- Therefore, while pressure on property values is a reality already, it is unlikely to be influenced to any significant degree by the UNESCO designation.

## **7.4 Recommendations to mitigate negative impacts**

As concluded above, there are unlikely to be any significant negative impacts from the UNESCO designation at Grand Pré. As times goes on, however, and growth occurs at

the site, especially if tourism visitation levels return to what they were 20 years ago, there may be some pressures that need to be addressed. These can easily be handled with well-designed site management protocols and careful planning and development within local communities. Possible site management protocols that would help to ease any possible congestion pressures of increased tourism visitation, as well as avoiding impacts on existing agricultural lands and local communities, include the following:

- Site access controls
- Signage
- Fencing
- Requirement to use guides to access various locations where congestion or impacts on existing residents and agricultural land could occur.

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## 8 APPENDICES

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### 8.1 Resource Profile

<b>Accommodation</b>	<a href="http://www.destinationsouthwestnova.com/accommodations/">http://www.destinationsouthwestnova.com/accommodations/</a> <a href="http://www.kingsrda.ca/common/publicdb.aspx">http://www.kingsrda.ca/common/publicdb.aspx</a>	
<b>Hotels &amp; Motels (12)</b>	<b>Allen's Motel</b> 384 Park St. Kentville, Kings County B4N 1M9 Phone: (902) 678-2683 Toll Free: 1-877-678-2683 Web Address: <a href="http://www.allensmotel.ns.ca">www.allensmotel.ns.ca</a>	Year round
	<b>Avonside Motel</b> 2116 Hwy 1, Falmouth, NS Phone: 902-798-8344	Year round
	<b>Beach Breeze Motel</b> 127 Evangeline Beach Road Grand Pré, Kings County Phone: (902) 542-5588 Web Address: <a href="http://www.beachbreezemotel.ca">www.beachbreezemotel.ca</a>	May - October
	<b>Best Western Aurora Inn</b> 831 Main Street Kingston, Kings County B0P 1R0 Phone: (902) 765-3306 Toll Free: 1-800-780-7234 Web Address: <a href="http://www.bestwestern.com/ca/aurorainn">www.bestwestern.com/ca/aurorainn</a>	Year Round
	<b>Downeast Motel</b> Address: 4212 Hwy 1, Box 2048, Windsor, NS, B0N 2T0 Phone: 902-798-8374 Toll Free: 1-800-395-8117	Year round
	<b>Evangeline Inn &amp; Motel</b> Grand Pré, Kings County Phone: (902) 542-2703 Toll Free: 1-888-542-2703 Web Address: <a href="http://www.evangeline.ns.ca">www.evangeline.ns.ca</a>	May - October
	<b>Greensboro Inn</b> 9016 Commercial Street, New Minas, NS, Canada, B4N 3E2 Phone: 902-681-3201 Fax: 902-681-3399	May 1 to October 27

Toll Free: 1-800-561-3201  
E-mail: [info@greensboroinn.com](mailto:info@greensboroinn.com)  
Website: <http://www.greensboroinn.com/>

**Old Orchard Inn**

Year round

Exit 11, Highway 101, 153 Greenwich Road South,  
Wolfville, NS, Canada B4P 2R2  
Phone: 902-542-5751  
Fax: 902-542-2276  
Toll Free: 1-800-561-8090  
E-mail: [reservations@oldorchardinn.ns.ca](mailto:reservations@oldorchardinn.ns.ca)  
Website: <http://www.oldorchardinn.com/>

**Slumber Inn**

Year round

5534 Prospect Road  
New Minas, Kings County B4N 3K8  
Phone: (902) 681-5000  
Toll Free: 1-800-914-5005  
Web Address: [www.slumberinn.ca/](http://www.slumberinn.ca/)

**Sun Valley Motel**

Year round

902 Park Street, Kentville, NS, Canada, B4N 3V7  
Phone: 902-678-7368  
Fax: 902-678-5585  
Toll Free: 1-800-649-7955  
E-mail: [rooms@svmotel.com](mailto:rooms@svmotel.com)  
Website: <http://www.svmotel.com/>

**Super 8 Motel**

Year round

63 Cole Drive  
Windsor, Hants County B0N 2T0  
Phone: (902)-792-8888  
Toll Free: 1-866-859-7666  
Web Address: [www.super8motelwindsor.com](http://www.super8motelwindsor.com)

**Wandlyn Inn Kentville**

Year round

7270 Highway 1  
Coldbrook, Kings County B4R 1B9  
Phone: (902) 678-8311  
Toll Free: 1-877-447-7270  
Web Address: [www.wandlyninn.ca](http://www.wandlyninn.ca)

**Lodges and  
Cottages (7)**

**Bramble Lane Farm & Cottage**

April 1 to October 31

437 Brooklyn Street, North Kingston, NS, Canada, B0P 1R0  
Phone: 902-765-6730  
E-mail: [info@bramblelane.ca](mailto:info@bramblelane.ca)  
Website: <http://www.bramblelane.ca/>



**Green Fields Vacation Cottage**

57 Wharf Rd, Hortonville, NS, Canada

Phone: 902-670-2595

Fax: 902-542-1646

Toll Free:

E-mail: cfcurry2002@yahoo.ca

June 1 to October 15

**Harbourville Cottages & Guest House**

Address: 3281 Long Point Rd, Harbourville, Kings County,  
NS, Canada, B0P 1E0

Phone: 902-538-0844 902-679-1362

Fax: 902-679-6985

E-mail: harbourville2002@yahoo.com

Website: <http://www.harbourville.com/>

**L' Acadie Vineyards Guest Cottage**

310 Slayter Road, Gaspereau Valley, RR #1, Wolfville, NS,  
Canada, B4P 2R1

Phone: 902-542-3034

E-mail: cottages@lacadievineyards

Website: <http://www.lacadievineyards.ca/>

May - November

**River Valley Guest Cottage**

24 Gaspereau River Branch Rd, RR #3, Wolfville, NS, B4P  
2R3

Phone: 902-542-7304 902-670-4103

Fax: 903-542-0739

E-mail: sbebler@ns.sympatico.ca

Year round

**Roselawn Lodging**

32 Main Street, Wolfville, NS, Canada, B4P 1B7

Phone: 902-542-3420

Fax: 902-542-0576

Toll Free: 1-866-710-5900

E-mail: roselawn@ns.aliantzinc.ca

Website: <http://www.roselawnlodging.ca/>

Year round

**Sandpiper Lane Cottage**

25 Sandpiper Lane, Evangeline Beach P.O. Box 62  
Grand Pré, Kings County B0P 1M0

Phone: (902) 542-4610

Email: s.ennis@ns.sympatico.ca

Year round

**Bed & Breakfasts  
(39)**

**Blomidon Inn**

195 Main St, Wolfville, NS, Canada, B4P 1C3

Phone: 902-542-2291

Fax: 902-542-7461

Toll Free: 1-800-565-2291

E-mail: innkeepr@blomidon.ns.ca

Year round

<b>Blue Shutters B &amp; B</b> 7 Blomidon Terrace, Wolfville, NS, Canada, B4P 2G8 Phone: 902-542-3363 Cell Phone: 902-670-6650 E-mail: blueshutters@ns.sympatico.ca Website: <a href="http://www3.ns.sympatico.ca/blueshutters/">http://www3.ns.sympatico.ca/blueshutters/</a>	Year round
<b>Boegel's Bed &amp; Breakfast</b> 145 Dill Road, Windsor Phone: 902-792-1363 Fax: 902-792-1363 E-mail: boegelbb@glinx.com	Year round
<b>Briarcliff B &amp; B</b> 199 Wall St, Canada Creek; RR3 Waterville, NS, B0P 1V0 Phone: 902-538-3389 Toll Free: E-mail: briarcliff@xplornet.com Website: <a href="http://www.briarcliffbnb.com/">http://www.briarcliffbnb.com/</a>	Year round
<b>Brownings B &amp; B and Guest House</b> 8358, Highway 221 East Centreville, NS, Canada, B0P 1J0 Phone: 902-582-7062 Fax: 902-680-6398 E-mail: brownings@ns.sympatico.ca Website: <a href="http://www3.ns.sympatico.ca/brownings/">http://www3.ns.sympatico.ca/brownings/</a>	May - November
<b>Canaan Country B &amp; B</b> 833 Canaan Mtn Rd, Kentville, NS, Canada, B4N 4K1 Phone: 902-678-1846 Fax: 902-678-4517 Toll Free: 1-877-678-1846 E-mail: dave.hollohan@ns.sympatico.ca Website: <a href="http://www.comoxvalleyrestaurants.ca/CanaanCountry.htm">http://www.comoxvalleyrestaurants.ca/CanaanCountry.htm</a>	Year round
<b>Candle Inn The Window Bed &amp; Breakfast</b> 156 Brown Street, Berwick, NS, Canada, B0P 1E0 Phone: 902-538-0697, 902-538-0698 Toll Free: 1-866-338-0698 E-mail: sleep@candleinnbandb.com Website: <a href="http://www.candleinnbandb.com/">http://www.candleinnbandb.com/</a>	Year round
<b>Carwarden B &amp; B</b> 640 Church St. Port Williams, NS, Canada Phone: 902-678-7827 Fax: 902-678-0029 Toll Free: 1-888-763-3320 E-mail: carwarden@ns.sympatico.ca	May 1 to October 31

Website: <http://www.carwarden.com>

**The Clockmarker's Inn**

Year round

1399 King Street, Windsor  
Phone: 902-792-2573  
Fax: 902-792-1640  
Toll Free: 1-866-778-3600  
E-mail: [reservations@theclockmakersinn.com](mailto:reservations@theclockmakersinn.com)  
Website: <http://www.theclockmakersinn.com>

**Delft Haus B & B Inn**

Year round

1942 Highway 359, P.O. Box 88, Centreville, NS, Canada,  
B0P 1J0  
Phone: 902-678-4333  
Fax: 903-678-4310  
Toll Free: 1-866-851-4333  
E-mail: [info@delfhaus.com](mailto:info@delfhaus.com)

**Edgehill Bed & Breakfast**

Year round

483 Wiley Ave., Windsor  
Phone: 902-792-1451  
E-mail: [ruth.fader@ns.sympatico.ca](mailto:ruth.fader@ns.sympatico.ca)

**Farmhouse Inn B & B**

Year round

9757 Main St, Box 38, Canning, NS, Canada, B0P 1H0  
Phone: 902-582-7900  
Fax: 902-582-7480  
Toll Free: 1-800-928-4346  
E-mail: [farmhous@ns.sympatico.ca](mailto:farmhous@ns.sympatico.ca)  
Website: <http://www.farmhouseinn.ca/>

**Fiddlehead B & B**

May 21 to November 15

307 King St., Windsor  
Phone: 902-798-2659  
Fax: 902-792-2422  
E-mail: [don.sheehan@ns.sympatico.ca](mailto:don.sheehan@ns.sympatico.ca)  
Website: <http://www.bbcanada.com/5660.html>

**Foley House Inn**

Year round

9639 Cedar St., Windsor  
Phone: 902-261-2844  
Fax: 902-261-2270  
Toll Free: 1-888-989-0882  
E-mail: [foley.house@ns.sympatico.ca](mailto:foley.house@ns.sympatico.ca)  
Website: <http://www3.ns.sympatico.ca/foley.house/area.html>

**Fundy Bay Holiday Home B & B**

Year round

2165 McNally Road, Victoria Harbour, Aylesford, NS,  
Canada, B0P 1C0

Phone: 902-847-1114  
Fax: 902-847-1032  
Toll Free: 1-800-565-0000  
Website: [www.fundyhomes.com](http://www.fundyhomes.com)

**Gabriel's Rest Bed & Breakfast**

Year round

Address: 280 Gabriel Rd, Falmouth, NS, B0P 1L0  
Phone: 902-792-1775  
E-mail: [oreilly8@ns.sympatico.ca](mailto:oreilly8@ns.sympatico.ca)

**Garden House B & B**

Year round

220 Main Street, Wolfville, NS, Canada, B4P 1C4  
Phone: 902-542-1703  
Fax: 902-690-2823  
E-mail: [info@gardenhouse.ca](mailto:info@gardenhouse.ca)  
Website: <http://www.gardenhouse.ca/>

**Gingerbread House Inn B & B**

Year round

8 Robie Tufts Drive, Wolfville, NS, B4P 1X1  
Phone: 902-542-1458  
Toll Free: 1-888-542-1458  
E-mail: [innkeeper@gingerbreadhouse.ca](mailto:innkeeper@gingerbreadhouse.ca)  
Website: <http://www.gingerbreadhouse.ca/>

**Grand Street Inn**

Year round

160 Main St, Kentville, NS, Canada, B4N 1J8  
Phone: 902-679-1991  
Fax: 902-679-1991  
Toll Free: 1-877-245-4744  
E-mail: [grandstreetinn@eastlink.ca](mailto:grandstreetinn@eastlink.ca)

**Harwood House B & B**

Year round

33 Highland Avenue, Wolfville, NS, Canada, B4P 1Y9  
Phone: 902-542-5707  
Toll Free: 1-877-897-0156  
E-mail: [info@harwoodhouse.com](mailto:info@harwoodhouse.com)  
Website: <http://www.harwoodhouse.com/>

**Hidden Gardens B & B**

Year round

274 Main Street, Berwick, NS, Canada, B0P 1E0  
Phone: 902-538-0813  
Toll Free: 1-866-299-0813  
E-mail: [hiddengardens@ns.sympatico.ca](mailto:hiddengardens@ns.sympatico.ca)  
Website: <http://www.bbcanada.com/hiddengardens>

**Hilltop Haven B & B Spa Retreat**

Year round

265 Lockhart Road, Coldbrook, NS, Canada, B4R 1C1  
Phone: 902-678-4374  
E-mail: [stay@hilltophavenbandb.com](mailto:stay@hilltophavenbandb.com)

[www.hilltophavenbandb.com/http://www.hilltophavenbandb.com/](http://www.hilltophavenbandb.com/http://www.hilltophavenbandb.com/)

**Hummingbird B & B** Year round  
5543 Hwy 14, Windsor, NS, B0N 2T0  
Phone: 902-798-4010  
Fax: 902-823-1446  
E-mail: [info@hummingbirdbandb.ca](mailto:info@hummingbirdbandb.ca)  
Website: <http://www.hummingbirdbandb.ca/>

**In Wolfville Luxury B & B** Year round  
56 Main Street, Wolfville, NS, Canada  
Phone: 902-542-0400  
Fax: 902-542-4202  
Toll Free: 1-800-542-0400  
E-mail: [inwolfville@ns.sympatico.ca](mailto:inwolfville@ns.sympatico.ca)  
Website: <http://www.inwolfville.ns.ca/>

**Isabella's B & B** Year round  
11589 Hwy 1, Grand Pre, NS, Canada, B0P 1M0  
Phone: 902-542-1574  
E-mail: [iannigel33@hotmail.com](mailto:iannigel33@hotmail.com)

**Look In Guest Room** May - September  
3369 Hwy 358, RR #3, Canning, NS, Canada  
Phone: 902-582-3022  
Fax: 902-582-1334  
E-mail: [c.french@xcountry.tv](mailto:c.french@xcountry.tv)  
Website: <http://www.lookoffcamping.com/>

**Meander Inn B & B** Year round  
153 Albert St., Windsor, NS  
Phone: 902-798-2514  
Fax: 902-792-2405  
Toll Free: 1-877-387-6070  
Website: <http://www.bbcanada.com/meanderinbandb>

**Olde Lantern Inn & Vineyard** Year round  
11575 Hwy 1, Box 112, Grand Pre, NS, Canada, B0P 1M0  
Phone: 902-542-1389  
Toll Free: 1-877-965-3845  
Website: <http://www.oldlanterninn.com/>

**Parkside Gardens B & B** May 1 to October 15  
1387 Highway 1, Kingston, NS, Canada, B0P 1R0  
Phone: 902-765-4605  
Toll Free: 1-888-393-5422  
E-mail: [parkside@av.eastlink.ca](mailto:parkside@av.eastlink.ca)  
Website: <http://users.eastlink.ca/~parkside/>

**Sea Spray B & B**

938 Chipman Brook Rd., Centreville, Kings County, NS,  
Canada, B0P 1J0  
Phone: 902-538-0844 902-679-1362  
Fax: 902-679-6985  
E-mail: harbourville2002@yahoo.com  
Website: <http://www.harbourville.com/>

**Silver Shoe Bed & Breakfast**

Year round

1221 Highway 341 RR2  
Canard, Kings County B0P 1J0  
Phone: (902) 679-6400  
Toll Free: 1-800-362-1566

**Tattingstone Inn**

Year round

620 Main Street, Wolfville, NS, Canada, B4P 1E8  
Phone: 902-542-7696  
Fax: 902-542-4427  
Toll Free: 1-800-565-7696  
E-mail: [tattingstone@ns.sympatico.ca](mailto:tattingstone@ns.sympatico.ca)  
Website:  
<http://www.summitconferencetools.com/tattingstone/>

**Tides Inn Guest Suites**

Year round

Highway 359  
Hall's Harbour, Kings County B0P 1J0  
Phone: (902) 678-4543  
Web Address: [www.tidesinhallsharbour.com](http://www.tidesinhallsharbour.com)

**Victoria's Historic Inn and Carriage House B & B**

Year round

600 Main Street, Wolfville, NS, Canada, B4P 1E8  
Phone: 1-902-542-5744  
Fax: 902-542-7794  
Toll Free: 1-800-556-5744  
E-mail: [victoriasinn@eastlink.ca](mailto:victoriasinn@eastlink.ca)

**Welcomhome B & B**

Year round

9955 Main St, Canning, NS, Canada, B0P 1H0  
Phone: 902-582-3457  
Toll Free: 1-866-582-3457  
E-mail: [stay@welcomhome.ca](mailto:stay@welcomhome.ca)  
Website: <http://www.welcomhome.ca/>

**Wickwire House B & B**

May - October

183 Main Street, Kentville, NS, Canada, B4N 1J6  
Phone: 902-679-1188  
Fax: 902-679-5196  
Toll Free: 1-877-679-1188  
E-mail: [information@the-wickwire.ca](mailto:information@the-wickwire.ca)

	<b>Willowbrae Vacation Home</b> 4505 Highway #221, Berwick, NS, BOP 1E0 Phone: 902-538-1754 Fax: 902-538-1666 Toll Free: E-mail: <a href="mailto:bm.lees@ns.sympatico.ca">bm.lees@ns.sympatico.ca</a>	Year round
	<b>The Woodshire Inn and Cocoa Pesto Bistro</b> 494 King Street, Windsor, NS Phone: 902-472-3300 Fax: 902-472-3232 E-mail: <a href="mailto:info@thewoodshire.com">info@thewoodshire.com</a> Website: <a href="http://thewoodshire.com/">http://thewoodshire.com/</a>	Year found
<b>Campgrounds (3)</b>	<b>Land of Evangeline Family Camping Resort</b> 18 Grandview Drive Wolfville, Kings County B4P 1W4 Phone: (902) 542-5309 Toll Free: 1-(800-565-0000 Web Address: <a href="http://www.evangelinefamilycampground.com">www.evangelinefamilycampground.com</a>	
	<b>Look-Off Family Camping Park</b> 3396 Highway 358 Canning, Kings County B0P 1H0 Phone: (902) 582-3022 Web Address: <a href="http://www.lookoffcamping.com">www.lookoffcamping.com</a>	
	<b>Plantation Campground</b> RR#2 Berwick, Kings County B0P 1E0 Phone: (902) 538-8888 Toll Free: 1-888-363-8882 Web Address: <a href="http://www.plantationcampingresort.com/">www.plantationcampingresort.com/</a>	
<b>Farm Markets (17)</b>	<a href="http://www.selectnovascotia.ca/?cid=12&amp;pn=Farm%20Market">http://www.selectnovascotia.ca/?cid=12&amp;pn=Farm%20Market</a>	
	<b>Anstrum's Farm Market</b> 519 Ben Jackson Rd. Hantsport, NS <b>Telephone:</b> (902) 684-9668	8 am to 8 pm
	<b>Avery's Farm Market</b> 431 Main Street Kentville, NS <b>Telephone:</b> (902) 678-6469	
	<b>Cosman and Whidden Honey Co.</b>	Storefront is open seven days a week year round

9925 Hwy 1, RR #2  
Wolfville, NS  
**Telephone:** 1-902-542-9443  
Website: [www.novascotiahoney.com](http://www.novascotiahoney.com)  
**Email:** [cwhoney@ns.sympatico.ca](mailto:cwhoney@ns.sympatico.ca)

**Dempsey Corner Orchards**  
2717 Hwy 221  
Aylesford, NS  
**Telephone:** (902) 847-1855  
Website: [www.dempseycornerorchards.com](http://www.dempseycornerorchards.com)

**Elderkin's Farm Market & U-Pick**  
10362 Hwy 1, RR #2 Wolfville  
Wolfville, NS  
**Telephone:** 1-902-542-7198  
**Email:** [elderkinsapples@accesswave.ca](mailto:elderkinsapples@accesswave.ca)

**Falmouth Fruit & Vegetable Company Ltd.**  
2053 Hwy #1  
Falmouth, NS  
**Telephone:** (902) 798-0200  
Website: [www.falmouthfarmmarket.com](http://www.falmouthfarmmarket.com)

9-6 Sun-Wed, 9-8 Thur, Fri,  
Sat

**Forsyth's Farm Market**  
3759 Hwy 1  
Berwick, NS  
**Telephone:** (902) 538-9321

Open 9AM - 8PM seven days  
a week

**Fox Hill Cheese House**  
1660 Lower Church Streett  
Port Williams, NS  
**Telephone:** 1-902-542-3599  
Website: [www.foxhillcheesehouse.com](http://www.foxhillcheesehouse.com)  
**Email:** [foxhillfarm@ns.sympatico.ca](mailto:foxhillfarm@ns.sympatico.ca)

Year round

**Hennigar's Farm Market**  
10272 Hwy 1  
Wolfville, NS  
**Telephone:** (902) 542-3503  
Website: [www.hennigars.com](http://www.hennigars.com)  
**Email:** [heather@hennigars.com](mailto:heather@hennigars.com)

**Howard Dill Enterprises**  
400 College Road  
Windsor, NS  
**Telephone:** (902) 798-2728



Website: [www.howarddill.com](http://www.howarddill.com)

**Kenny's Farm Market**

121 Main Street  
Wolfville, NS  
**Telephone:** (902) 542-5598

**Manning's Family Farm Market**

50 Oakdale Lane  
Falmouth, NS  
**Telephone:** (902) 798-4541

**Meadowbrook Meat Market**

318 Pleasant Valley Rd  
Berwick, NS  
**Telephone:** (902) 538-1106  
Website: [www.meadowbrookmeatmarket.com/index.html](http://www.meadowbrookmeatmarket.com/index.html)  
**Email:** [meadowbrookfarm@ns.sympatico.ca](mailto:meadowbrookfarm@ns.sympatico.ca)

Year round

**Noggins Corner Farm Ltd.**

10009 Hwy 1  
Greenwich, NS  
**Telephone:** 1-902-542-5515  
Website: [www.nogginsfarm.ca](http://www.nogginsfarm.ca)

Year round

**Peach Pit Farm Market**

2830 Hwy #221  
Dempsey's Corner, NS  
**Telephone:** (902) 847-0872  
Website: [peachpitfarmmarket.com/](http://peachpitfarmmarket.com/)  
**Email:** [blomidon@ns.sympatico.ca](mailto:blomidon@ns.sympatico.ca)

Mid Aug - October

**Stirling Fruit Farms (Wolfville)**

10317 Hwy 1  
Wolfville, NS  
**Telephone:** (902) 542-2789  
Website: [www.stirlingfruitfarms.ca](http://www.stirlingfruitfarms.ca)  
**Email:** [hal@stirlingfruitfarms.ca](mailto:hal@stirlingfruitfarms.ca)

**Willowbank U-Pick Farm & Equestrian Stable**

110 Starr's Point Road  
Port Williams, NS  
**Telephone:** 1-902-542-9153  
Website: [www.willowbankupick.com](http://www.willowbankupick.com)  
**Email:** [u-pickfarm@hotmail.com](mailto:u-pickfarm@hotmail.com)

**Farmers markets (5)**

**Berwick Farmers' Market**

236 Commercial St  
Town Hall Parking Lot

Thursday 4-8

Berwick, NS  
**Telephone:** 538-5633  
**Email:** berwickfarmersmarket@gmail.com

**Kentville Farmers Market** July 2 - Oct 1  
Centre Square Wednesday 10 - 2  
Kentville, NS

**Kingston Farmers Market** Seasonal  
Corner of Main Street and Bridge Street Wednesday 3 - 7  
Kingston, NS  
**Telephone:** 902-840-0423  
**Email:** kingstonfarmersmarket@hotmail.com

**Windsor Farmers Market** June to October  
Sam Slick Coach House, Windsor waterfront Saturday 9 - 1  
Windsor, NS  
**Telephone:**  
**Email:** windsorfarmersmarket@gmail.com

**Wolfville Farmers' Market** Year round  
May to September - Robie Tufts Nature Centre. October to  
April - Acadia Student Union Bldg, Highfield Ave. Saturday 8:30 - 1  
Wolfville, NS  
**Telephone:** 1-902-678-8568  
Website: wolfvillefarmersmarket.com/

**Golf Courses (6)**

**Berwick Heights Golf Course**  
3060 Highway 221  
Weston, Nova Scotia  
Canada B0P 1C0  
Tel: 902.847.9000  
Toll Free: 1.866.735.4653

**Eagle Crest Golf Course**  
2059 Lakewood Road, Centreville  
Nova Scotia, B0P 1J0  
Phone: 902 679 3033

**Island Green Golf Club & Driving Range**  
7005 Highway 12, Kentville North Alton N.S.  
Phone: 902-678-7577

**Ken-Wo Golf Club**  
9514 Commercial Street  
New Minas,  
Nova Scotia  
B4N 3E9

Office 902-681-0678

**Paragon Golf and Country Club**

P.O. Box 277  
Kingston, N.S. Canada B0P 1R0  
Phone (902)765-3211

**Avon Valley Golf & Country Club**

P.O. Box 101, Falmouth, Nova Scotia  
B0P 1L0  
Office: 902-798-4654

**Heritage  
Organizations (23)**

<http://novascotiaheritage.ca>

**Kings County (18)**

**Acadia University Archives**

(902) 585-1549  
<http://library.acadiau.ca/archives>  
Vaughan Memorial Library  
50 Acadia St  
Wolfville, NS B0P 1X0

**Acadia University Art Gallery**

(902) 585-1373  
<http://ace.acadiau.ca/arts/artgal/>  
Acadia University, Beveridge Arts Centre  
10 Highland Avenue  
Wolfville, NS B4P 2R6

**Apple Capital Museum Society**

(902) 538-9229  
171 Commercial Street  
Berwick, NS B0P 1E0

**Blair House Museum**

(902) 678-1093  
Kentville Agricultural Centre  
Main Street  
Kentville, NS B4N 1J5

**Blomidon Naturalists Society**

Wolfville, NS B0P 1X0

**Canning Library & Heritage Centre**

(902) 582-7699  
<http://fieldwoodhs.ednet.ns.ca/index.html>  
9806 Main Street  
Canning, NS B0P 1H0

**Charles Macdonald Concrete House**

<http://www.concretehouse.ca/>  
19 Saxon Street  
Clementsport, NS B0P 1J0

**George and Mary Lynch Heritage Museum**

(902) 678-3915  
Berwick, NS B0P 1E0

**Grand-Pré National Historic Site**

(902) 542-3631  
<http://www.parkscanada.gc.ca>  
2242 Grand-Pré Road  
Grand Pré, NS B0P 1M0

**Greenwood Military Aviation Museum**

(902) 765-1494 (ext. 5955)  
<http://gmam.ednet.ns.ca/>  
Greenwood, NS B0P 1N0

**Hall's Harbour Interpretive Centre**

(902) 678-7001  
3586 Hwy 359  
Centreville (Kentville area), NS B0P 1J0

**Kings County Genealogy Centre**

(902) 678-6237  
<http://www.okcm.ca/>  
37 Cornwallis St.  
Kentville, NS B4N 2E2

**Kings County Museum**

(902) 678-6237  
[www.okcm.ca](http://www.okcm.ca)  
7 Cornwallis Street  
Kentville, NS B4N 2E2

**Kings Environmental Group**

Centreville (Kentville area), NS B0P 1J0

**Oaklawn Farm Zoo**

902-847-9790  
<http://www.oaklawnfarmzoo.ca/>  
997 Ward Rd.  
Aylesford, NS B0P 1C0

**Planter Studies Centre**

Room 410, Beveridge Arts Centre  
Acadia University

Wolfville, NS B4P 2R6

**Prescott House Museum**

(902) 542-3984  
<http://prescott.museum.gov.ns.ca>  
1633 Starr's Point Road  
Port Williams, NS B0P 1T0

**Randall House Museum**

(902) 542-9775  
<http://wolfvillehs.ednet.ns.ca>  
259 Main Street  
Wolfville, NS B4P 1C6

**Hants County (5)**

**Churchill House & Marine Room Museum**

(902) 684-3365  
Hantsport, NS B0P 1P0

**Fort Edward National Historic Site**

(902) 798-4706  
<http://www.parkscanada.ca>  
Windsor, NS B0N 2T0

**Haliburton House Museum**

(902) 798-2915  
<http://haliburton.museum.gov.ns.ca>  
414 Clifton Avenue  
Windsor, NS B0N 2T0

**King's-Edgehill School Archives**

(902) 798-2225  
<http://www.kes.ns.ca/>  
33 King's-Edgehill Lane  
Windsor, NS B0N 2T0

**Shand House Musuem**

(902) 798-8213  
<http://shand.museum.gov.ns.ca>  
389 Avon Street  
Windsor, NS B0N 2T0

**U-picks (21)**

Source: <http://www.selectnovascotia.ca/?cid=12&pn=U-Pick>

**Blair/Carol Embree**

1039 Belcher Street  
Port Williams, NS  
**Telephone:** 1-902-542-3456

**Blueberry Acres**

1225 Middle Dyke Road  
Centreville, NS  
**Telephone:** 1-902-582-1482  
Website: [www.novaagri.com](http://www.novaagri.com)  
**Email:** [margie@novaagri.com](mailto:margie@novaagri.com)

**Boates Farm**

432 Bligh Road  
Woodville, NS  
**Telephone:** 1-902-678-7671  
Website: [www.boatvin.com](http://www.boatvin.com)  
**Email:** [kb@xcountry.tv](mailto:kb@xcountry.tv)

**Bob Ansem's U-Pick**

1949 Lakewood Road  
Centerville, NS  
**Telephone:** 1-902-679-0757

**Bosveld's Fruit Farm**

183 Lamont Road  
Lakeville, NS  
**Telephone:** (902) 678-8767 or (902) 678-0740  
**Email:** [bosveld@auracom.com](mailto:bosveld@auracom.com)

**Daniels U-Pick**

4473 Chester Road  
Windsor, NS  
**Telephone:** (902) 798-5432  
**Email:** [phildaniels9@hotmail.com](mailto:phildaniels9@hotmail.com)

**Dempsey Corner Orchards**

2717 Hwy 221  
Aylesford, NS  
**Telephone:** (902) 847-1855  
Website: [www.dempseycornerorchards.com](http://www.dempseycornerorchards.com)

**Elderkin's Farm Market & U-Pick**

10362 Hwy 1, RR #2 Wolfville  
Wolfville, NS  
**Telephone:** 1-902-542-7198  
**Email:** [elderkinsapples@accesswave.ca](mailto:elderkinsapples@accesswave.ca)

**Foote Family Farm**

1972 Woodville Road, RR #2 Cambridge Station  
Cambridge Station, NS  
**Telephone:** 1-902-678-4371  
Website: [www.footefamilyfarm.com](http://www.footefamilyfarm.com)

**Email:** trina@footefamilyfarm.com

**Fuller Brothers U-Pick**

224 Bluff Road  
Avonport, NS  
**Telephone:** 1-902-542-1825

**Gates U-Pick**

1263 Starr's Point Road  
Port Williams, NS  
**Telephone:** (902) 542-9340  
Website: www.gatesupick.com  
**Email:** mlgates@eastlink.ca

**Hennigar's Farm Market**

10272 Hwy 1  
Wolfville, NS  
**Telephone:** (902) 542-3503  
Website: www.hennigars.com  
**Email:** heather@hennigars.com

**Mac Berry Farms**

1279 Sherman Belcher Rd  
Centreville, NS  
**Telephone:** 1-902-678-3961

**Noggins Corner Farm Ltd.**

10009 Hwy 1  
Greenwich, NS  
**Telephone:** 1-902-542-5515  
Website: www.nogginsfarm.ca

**Quinn's Strawberry U-Pick**

MacIntosh Road  
Millville, NS  
**Telephone:** 1-902-674-2517

**Starr Best**

86 Arnold Rd., Woodville  
Waterville, NS  
**Telephone:** 1-902-538-8740

**Stirling Fruit Farms (Wolfville)**

10317 Hwy 1  
Wolfville, NS  
**Telephone:** (902) 542-2789  
Website: www.stirlingfruitfarms.ca  
**Email:** hal@stirlingfruitfarms.ca

**Stonehenge Farm**

2380 Harmony Road  
Aylesford, NS  
**Telephone:** 1-902-847-9146  
**Email:** r.t.johnson@ns.sympatico.ca

**Suprima Farms Ltd.**

1388 Middle Dyke Rd, RR #5  
Canning, NS  
**Telephone:** 1-902-582-3044

**Willowbank U-Pick Farm & Equestrian Stable**

110 Starr's Point Road  
Port Williams, NS  
**Telephone:** 1-902-542-9153  
Website: www.willowbankupick.com  
**Email:** u-pickfarm@hotmail.com

**Vineyards (6)**

<http://winesofnovascotia.ca/wineries/index.php>

**L'Acadie Vineyards**

310 Slayter Road, Gaspereau ( 8 km from Exit 9)  
Phone: 902 542 8463 (VINE)  
Web: www.lacadievineyards.ca  
E-mail: info@lacadievineyards.ca

May - December

**Benjamin Bridge Vineyards**

Gaspereau Valley Winemaker: J  
Phone: 902 542 4407  
Web: www.benjaminbridge.com  
E-mail: wines@benjaminbridge.com

Currently not open to public

**Blomidon Estate Winery**

Location: 10318 Hwy 221, Canning  
Phone: 902 582 7565  
Web: www.blomidonwine.com  
E-mail: retail@blomidonwine.com

Year round

**Domaine De Grand Pré**

Location: 11611 Hwy 1, Grand Pré  
Phone: 902 542 1753 (Winery)  
Toll-free: 1 866 GPWINES  
Web: www.grandprewines.com  
E-mail: mail@grandprewines.ns.ca

May - October 10 - 6  
April & October Wed - Sun 11  
- 5  
January - March - weekends

**Gaspereau Vineyards**

2239 White Rock Road, Gaspereau  
Phone: 902 542 1455

April - December



Web: [www.gaspereauwine.com](http://www.gaspereauwine.com)  
Email: [info@gaspereauwine.com](mailto:info@gaspereauwine.com)

**Muir Murray Estate Winery Limited**

Winery Lane, Wolfville, NS B4P 2R1  
Phone: (902)542-0343  
Website: [WWW.muirmurraywinery.com](http://WWW.muirmurraywinery.com)  
E-mail: [enquiries@muirmurrayestatewinery.com](mailto:enquiries@muirmurrayestatewinery.com)

**Sainte-Famille Wines**

Dyke Road and Dudley Park Lane, Falmouth (Exit #7 off Hwy 101)  
Phone: 902 798 8311 or 1 800 565 0993  
Web: [www.st-famille.com](http://www.st-famille.com)  
E-mail: [scorkum@st-famille.com](mailto:scorkum@st-famille.com)

Year round

**Visitor Information Centres (6)**

Windsor: (902) 798-2690  
Hantsport: (902) 684-9302  
Wolfville: (902) 542-7000  
Kentville: (902) 678-7170  
Berwick: (902) 538-9229  
Kingston: (902) 765-6678

End of May-Beginning of October  
Mid-May-End of September  
Mid April-Mid December  
Mid May-Beginning of October  
June-September  
Mid May-End of September

**Restaurants**

[www.avesta.ns.ca/avesta\\_info/Facilities/facilities\\_dining.html](http://www.avesta.ns.ca/avesta_info/Facilities/facilities_dining.html)  
[www.destinationsouthwestnova.com/experiences/restaurant/](http://www.destinationsouthwestnova.com/experiences/restaurant/)

## 8.2 Key Informant Interviews – Community Input

### General

- Grand Pré is about *living agriculture* and respect for private land is important. It is also a living site with tourism opportunities. This is about an agricultural lifestyle and agricultural character
- Farmers do not want to be seen in the community as being defensive about movement on the dykelands but are concerned about liability
- This is a community committed to heritage
- Biggest challenge is to tell the whole story of many centuries and many peoples
- A unique focus – this a working agricultural area. The residents and agriculture have lived in harmony for 300 years. Tolerance and working together has gone on forever. No conflict issues re traffic or farm smells that often occur in other agricultural areas
- The whole story is not told. There is interpretation for parts of the story. It must be subtly done and appropriate to the landscape - weaving the story without putting emphasis on one people - but on the landscape. The story is the landscape and how the people have interacted over time.

- The whole story is not told – the natural history piece, important vistas, beach, mud flats
- The collective will is to protect the farmland – not develop
- Emphasis is on the 4 communities but the greater area will benefit
- The interpretation needs to be subtle and in keeping with rural Nova Scotia values. Nothing brash. Has to be smaller scale, in keeping with the nature of the community – appropriate and respectful of the humility.
- If we create infrastructure – has to weave the story – follow walking paths, biking, horse and cart.
- Evangeline Beach – people come to see the birds and can't help but notice Blomidon –beauty.

### ***Requirements for a quality visitor experience:***

- There will have to be some place to direct tourists – to tell them what is here is and what there is to see. Perhaps a view point – at the National Historic Site
- We have a great OUV, but if somebody went there today, they wouldn't understand the value of the area
- A tourist plan for the community so that a tourist can come and find out what the points of interest are in Grand Pré - start here and go there. If that is carried out, it will enhance the tourist experience but also keep the tourist movement away from agriculture
- The road down to the iron cross might be used – perhaps a horse and cart ride
- Opportunities exist for archaeological interpretation/ tours
- How about a farm market?
- Wayfinding – map, walking trail, driving map
- View points – there is a good one above the park
- People would probably like to see a working aboiteau
- Visitor information - one of the best in the province – but it is in Wolfville. People need help to plan their experience and have sites identified.
- Do up a booklet – or use internet – to promote. UNESCO designation will bring people into the whole area.
- Access to food and washrooms, resting places
- Perhaps a ring route walking – accessible, clear and quick – orienting information for people – or network of shorter or longer loops with interesting viewing or vantage points – but dykeland must be protected
- Broader perspective than Acadian focus would be welcomed

### ***Signage***

- Signage is important
- More signage

- Need better signage on the routes – work with Department of Transportation
- The highway signs are very good
- More signs in Kings County would be like trying to rezone farmland
- There is signage at the beach re the birds but on private land. No real public access to see the beach and the movement of tide.
- If you compare to the US and Europe – Kings County is very strict about signage Different businesses (new) if not on the main road or in the main core, may put a sign up and they are outlawed by the municipality
- Need clear signage and information about what they are seeing, what they have arrived at – could be brochure, a sign, like at the Wolfville waterfront – interpretive signs

### ***Accommodation***

- Accommodation - not critical here, but perhaps in the region there may be a need for more
- We're fine right now
- Lots of accommodation in Wolfville. If only 6% increase in tourism we will be fine.
- B & B's come and go. More will come if the increase is greater than 6%. If it is 20%, that is another issue.
- Old Orchard Inn and the Wandlyn in Coldbrook – this was not a good summer for them. Better to have 2 that are doing ok than 4 that are struggling

### ***Legacy Projects***

- Something that is important with or without designation
- Something that will honour community contribution that is practical and usable
- Walking path that would connect National Historic Site to Horton Landing
- Maybe the view plane
- Viewpoint – the one above the park would be the best
- How about something like New Ross or Louisbourg – university students dressed up in red uniforms who re-enact the expulsion – could provide employment for students.
- More pictures and paintings from the time – walk on the road that the planters walked on
- Access down to the beach to see the tide - this is where it started. These are the salt marshes and mud flats that were dyked to create the farmland. Could be something most appreciated by the community. People have complained for years that they don't have access to the beach. This is for the community – the view plane is for the tourists. Perhaps purchase of piece of beach that would offer public access to the beach. .

- Walking trail – be there indefinitely and something the local people would enjoy.
- When the highway department redesigned the crossroad they left a little bit of the highway's public land. It is not clear what to do with it – could be a planting or a tree (between the filling station and the corner)
- Two bits of land where ownership is disputed – lost records – lost clarity of deeds, some way to resolve one or both of the ownership – would be precious as public land. There is no place for a little park or playground. Try to designate areas as public.

### ***Tourism Development***

- We need a tourist plan for the area. Create a real theme for tourism
- Infrastructure collaboration from provincial government, not only tourism but transportation re roads lighting and safety
- Exit 10 – there is some discussion about putting businesses there with an agricultural theme. May or not go
- People from afar need information about what exactly there is in the valley, e.g. Hall's Harbour, Harbourville, etc. Important for people to know that these things exist – perhaps a map on the back of a brochure.
- Lots of people come for fall weekends so more advertising/promotion for agriculture - Noggins Farm is a good example
- Tourism infrastructure isn't bad for the size of Grand Pré - and Wolfville is nearby
- Pick our spots and advertise – important and can help direct people.
- Need a comprehensive plan by the local group so that they all support each other
- Could do more advertising on provincial and federal scene – agriculture goes hand in hand with tourism. Provincial environment department has sanctioned spreading of bio solids on farmland, there is concern that these are in fact safe – need to market that the veggies grown in the area do not use biosolids.
- There is a disconnect between all of the players Destination Southwest Nova, Kings RDA, Municipality – who does what? Who will be carrying out our plan? DSWN should have a stronger role.
- Mayor of Lunenburg talks about the triad of World Heritage sites that could be exploited therefore regional partnerships
- Regional promotion piece – triad of World Heritage sites
- Somebody needs to do something within the local community – a capacity building exercise. We see the opportunity to provide services, but who wants to do it, e.g. horse and buggy and bike tours? How do we spur the private sector to do these things that we suggest? Perhaps a community meeting to see if anybody is interested. Perhaps business planning assistance. How do we

partner with the private sector on these new ideas? Who does that – maybe Kings RDA?

- Opportunity to partner with Blue Beach – could become another UNESCO site – 15 minutes away
- Blue Beach – tremendous - come to Grand Pré first. It is a gold mine – should be developed along with the dykelands.
- UNESCO will have to be promoted big time – promotion is everything and continue to promote it.
- Absolutely critical to have people who live in the area and have a vested interest involved in the decision-making roles. There must be a partnership between locals and other organizations e.g. Kings RDA, DSWN

### ***Community sensitivities***

- The public is not something the farmers want on the dyke, so there must be designated areas for the tourists – but that's not to say they don't want people to see the dyke
- You'll never get 100% to support it – there are a few that don't want to change anything
- Sensitivities are being dealt with within the community – Christophe has handled this well
- Some are very supportive – but they do not want the community to change
- Do not want any damage to the dykes
- Do not want any encroachment to the farming community – sacred
- How is it going to be protected?
- Twenty old homes from late 1700-1800's in heritage society – therefore restrictions in Grand Pré - but the homeowners are supportive
- Planter/Acadian issue. How do we approach that? The Planters feel that their story has been ignored
- Agricultural land – protection of it. The area is under a land use review right now. It is a natural area for development. Community does not want change or big scale development
- But, if the numbers are up – they will use local services/products
- It has been unclear about where concerns should be best addressed
- Does designation mean you can or cannot do things to your property – a very real and legitimate concern – not necessarily a problem; people will want to know specifically.
- Will it affect taxes?
- Will it affect property values? If they are raised drastically – could have an impact and become only viable for tourists and less viable as a living community.

- No community forum discussions for a number of months to discuss these issues. People are frustrated because the talk is too general – what exactly is going to happen – “we don’t know” is an answer – we are working to get answers, etc.