



# Keeping Inn Touch

Newsletter of the Innkeepers Guild - [www.innkeeperguild.com](http://www.innkeeperguild.com)

January . 2012

72 Years of Professional Innkeepers and Quality Properties

## Professional Innkeeper



### Our New Logo

Our logo has been redesigned to offer members a wider range of advertising possibilities.

[Download](#) the PDF.

Now, this new agency was asked to develop a long-term tourism strategy. As a result, a consulting firm has been hired.

Below is a notice from the Consultant that advises you of meetings being held to gather information. There is also a link to a website where you are asked to fill in a survey.

### Focus Group Meetings

These focus groups are being conducted within regions and provide a wide variety of tourism sector operators, associations and individuals who have an interest in the success of the industry to provide in-person input. The attached survey will provide an online option for those members who are not able to attend.

<u>Date</u>	<u>Campus</u>	<u>Time</u>
Jan 31 -	NSCC Kingstec - Kentville NSCC Burrigde - Yarmouth	8:30 - 10:30 am 2:00 - 4:00 pm
Feb. 1 -	NSCC Lunenburg, Bridgewater	10:00 am - noon
Feb. 2 -	NSCC Truro NSCC Pictou - Stellarton	9:00 – 11:00 am 1:30 - 3:30 pm
Feb. 3 -	NSCC Marconi - Sydney	10:30 – 12:30 pm
Feb. 7 -	NSCC Waterfront - HRM	2:30 - 4:30 pm

### Talking About Tourism

#### **Nova Scotia Tourism “Strategy” Focus Groups Announcements**

To help you connect the dots here, you will recall that last fall 2011 the Minister of Economic and Rural Development and Tourism announced that he had created a whole new organization within government that would be called the Nova Scotia Tourism Agency. (The “NSTA”)

For those who care about legalities, and contracts, you should note that an interim Board was appointed and that it appears the final Board will be appointed by the Minister; there may not be a membership structure or an election process. You should also note that this new agency was created as a legal entity known as a “Special Operating Agency”, which appears to be the same as a crown corporation.

This is important. Even though they are just at the information gathering stage, it is important that as many business owners as possible participate.

As you are aware, the Innkeepers Guild is quite prepared to represent the membership once we have heard the opinions of our members.

Should you have any questions or comments concerning this or any other tourism issue or topics please feel free to send an email to: [admin@innkeeperguild.com](mailto:admin@innkeeperguild.com)

Finally, make sure you try to attend one of these sessions, and also fill out the survey.

P. Sheehan  
President

We recognize that due to timing and schedules, not everyone will be able to attend. We are attempting to provide multiple input opportunities so as not to be place bound and time bound and to ensure anyone who wants to provide input will have the chance to do so. We are offering an online survey for those participants who are not able to attend a session or who simply want to participate using this format. The link to the survey is:

<http://app.fluidsurveys.com/surveys/bluteau-devenney/nsta-stakeholder-survey-1/>

We encourage anyone who wishes an opportunity to participate in the process to either attend a session or complete the survey attached.

[Wayne Woodward](#)