

# **Town of Petty Harbour/Maddox Cove Tourism Development Plan**

March 2023

# Tourism Development Planning Process

## Opportunities Identification Session – October 18, 2022

- Build awareness of provincial and regional priorities & partners
- Build awareness of trends, customer profiles, tourism opportunities
- Engage stakeholders in a facilitated session to identify priorities, gaps, opportunities and potential actions

## Validation of Key Findings Session – February 25, 2023

- Presentation on the key findings and recommended actions
- Engage stakeholders to validate the gaps, opportunities, and priorities

## Actioning/Implementation

- Engage stakeholders to prioritize and action the key recommendations



# GOAL

All stakeholders will work together to build high quality, accessible, exceptional experiences that will develop Petty Harbour/Maddox Cove into a thriving, regenerative year-round tourism destination.

# A Regenerative Tourism Approach

Regenerative tourism guides and supports tourism development with equal focus on economics and the well-being of people and places as a means for measuring success.

Tourism is a tool that helps support communities and their way of life and adds economic, sociocultural and environmental value by:

1. Ensuring tourism delivers a positive benefit to people, places and nature
2. Ensuring that tourism is co-designed with and for communities and nature
3. Adopting a whole systems approach to tourism planning and development where the 'give back' is more than the 'take from' a community

# Tourism Planning Objectives



1. Identify the gaps and opportunities in the Visitor Journey.
2. Identify actions/recommendations for addressing gaps and opportunities.
3. Prioritize list of actions to develop the community into a thriving, year-round destination.



# Northeast Avalon

## Destination Development Priorities

1. Downtown St. John's
2. Food and Music
3. Cultural Attractions
4. Nature-Based
5. Group Tour Opportunities

- Increase number of experiences
- Increase length of stay
- Increase visitation
- Increase spending

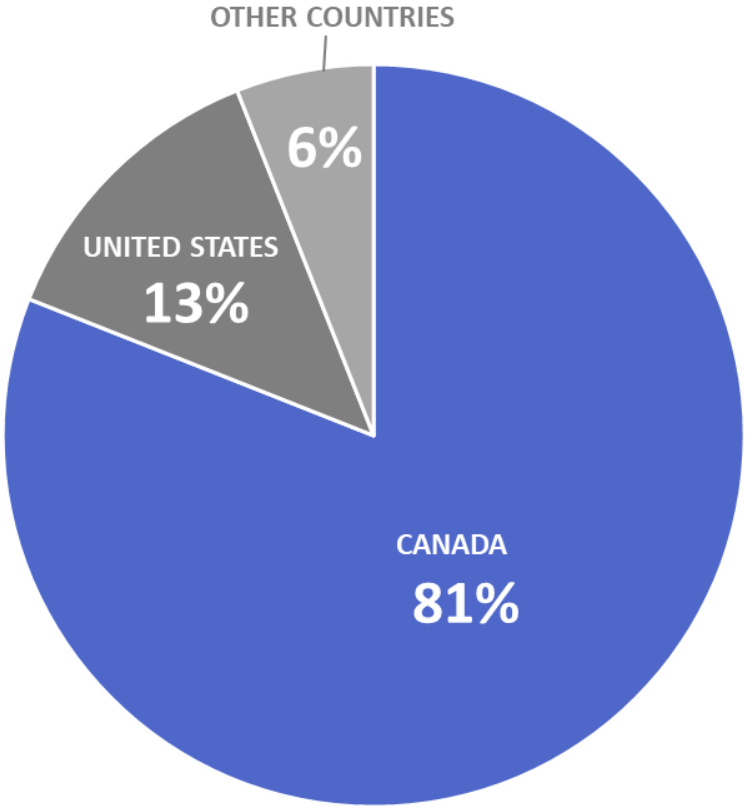


- Experience Development Mentoring
- Market-Readiness Activities
- Food Experiences MR Guidelines
- Tourism Opportunities and Marketing Engagement Sessions

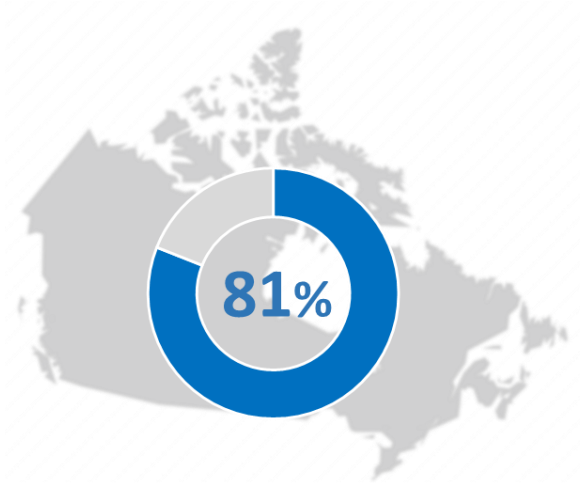
### Hub and Spoke

- NEA DDP Committee
- Cultural Attractions Network
- City of St. John's & PCSP Regional Signage/Wayfinding initiative

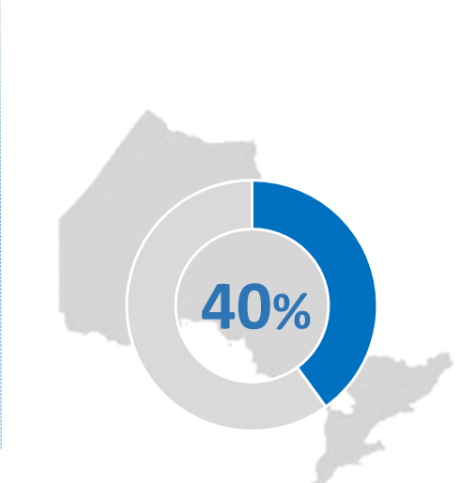
# Most vacationers come from other Canadian provinces



## WHERE THEY COME FROM



of all vacation visitors to the province arrive from Canada



of vacation travellers are from Ontario

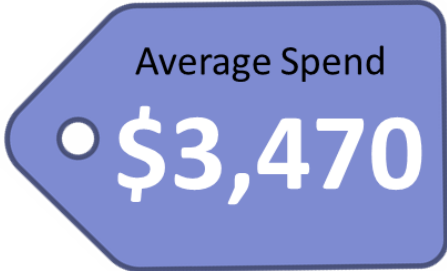
## DEMOGRAPHICS



55+  
Age



\$100,000+  
Household income



## TRIP CHARACTERISTICS

Travellers arrive by



72%



28%



71%

of travellers stay in hotels/motels



10.4

nights

average length of stay



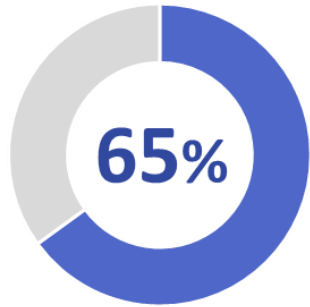
51%

travel as couples with no children



travellers plan their NL trip

5 months in advance



First-time Visitors

# Visitors enjoy exploring our communities and hiking

Top 5 **outdoor activities** visitors participate in (% of vacation travel parties)



Pleasure  
walking

**89%**



Hiking

**79%**



Visiting National  
Parks

**59%**



Seabird  
watching

**55%**



Whale  
watching

**52%**

# Visitors enjoy history, culture and local food

Top 5 **culture and heritage** experiences (% of vacation travel parties)



Historic Sites/  
museums

**78%**



Exploring small  
communities

**76%**



Lighthouse  
experiences

**74%**



Culinary  
experiences

**70%**



Galleries/exhibits

**50%**

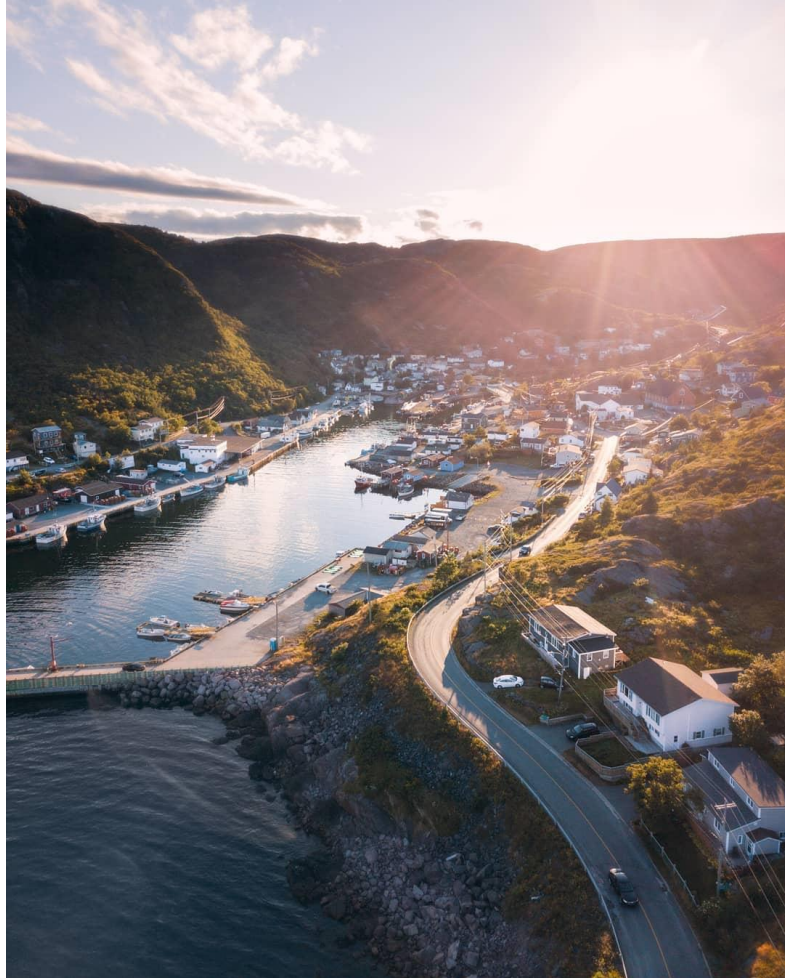
# Tourism Development Plan Challenge

The challenge is to develop Petty Harbour/Maddox Cove into a thriving, year-round destination with high quality, accessible experiences.

These experiences and how they are promoted will have to:

- Be relevant to the target market;
- Reflect the provincial brand pillars of people, place and culture;
- Differentiate Petty Harbour/Maddox Cove in the market; and
- Be packaged and available to purchase.

# Overarching – Key Findings 1



The Town of Petty Harbour/Maddox Cove is strategically positioned with assets, attractions and amenities to:

1. Attract visitors for authentic experiences in a working fishing village steeped in heritage
2. Partner with other communities on the North East Avalon to create sustainable opportunities that benefit the region
3. Highlight values of sustainability that are important to the community and to visitors

# Overarching – Key Findings 2

Efforts should be focused on:

- Working collaboratively to fill identified gaps in the visitor journey
- Enhancing promotions and market-readiness of existing experiences
- Collaborating to create and enhance sustainable cultural experiences, especially for fall and winter, that tell the unique history of Petty Harbour/Maddox Cove



# Collaboration

## Key Findings

1. There is a need for a cohesive, collaborative approach to promoting the distinct unique selling proposition for the Town of Petty Harbour/Maddox Cove
2. There is a need to build more connections and awareness about what is available and what events are happening that all operators can use for promoting longer stays.



# Collaboration

## Recommended Actions

1. Implement a tourism working group to collaboratively action the recommendations of this plan.
  - The committee is recommended to include representatives from the Town, business and not-for-profit organizations, community residents and stakeholders such as TCAR, DMOs, ACOA and IET
2. Facilitate regular networking sessions for businesses to collaborate on programming, product development and promotional opportunities.
3. Collaborate with communities on the North East Avalon to implement the Hub and Spoke model and explore multi-community programming and regional calendar of events.
4. Other collaborations include MusicNL, Heritage NL and East Coast Trail Association

# Touchpoints on the Visitor Journey

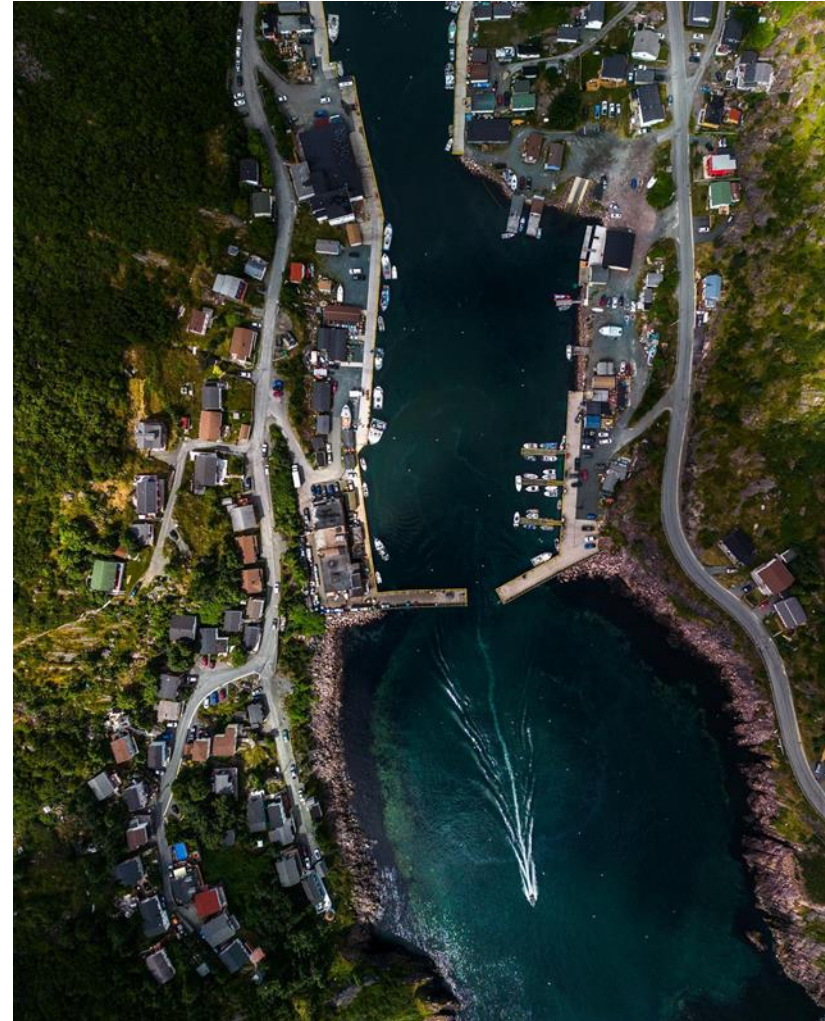


# Visitor Journey - Making the Brand Promise

**Information Gathering**

**Interest**

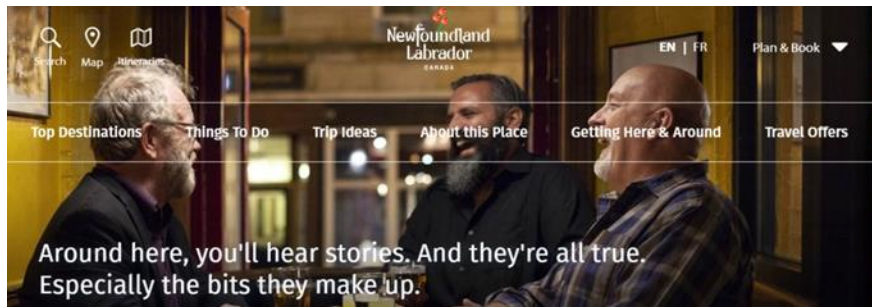
**Planning & Booking**



# Planning & Booking

## Key Findings

1. There is a need to improve the tourism presence on Newfoundlandlabrador.com by raising awareness of the benefits of being listed.
2. Operators could use guidance on who is eligible to be listed and how to use all the promotional tools available (such as travel offers).
3. There is a need to ensure operator and town websites have accurate information that is are accessible year-round, including information on visitor services and other attractions.



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

Instagram/NewfoundlandLabradorTourism

Facebook/NewfoundlandLabradorTourism

Youtube/NewfoundlandLabrador #ExploreNL

#IcebergsNL #HikeNL #BirdsNL #PettyHarbour

# Planning & Booking

## Recommended Actions

1. Work with NL Tourism and DMOs to arrange a marketing-focused session with tourism partners.
  - This session will engage local attractions and services to get their business listings on [newfoundlandlabrador.com](http://newfoundlandlabrador.com) and enhance existing listings with experiential language, photos, stories – with particular emphasis on more fall and winter experiences.
2. Operators need assistance developing and promoting itineraries. Explore partnering with TCAR and HNL on training for itinerary development, along with training opportunities through the Gros Morne Institute for Sustainable Tourism (GMIST).
3. Ensure that new businesses receive an information package on [newfoundlandlabrador.com](http://newfoundlandlabrador.com).
4. Ensure all operator websites have accurate information, including on Google maps, and promote each other and the region's USPs.
5. Enable more operators to engage in social media content development by offering training and guidance.

# Visitor Journey - Delivering on the Brand Promise

**Visitor Services**

**Transportation & Wayfinding**

**Experience Development**



# Visitor Services

## Key Findings

1. As the town is busy with visitors in the shoulder season, Bidgoods Cove VIC needs additional resources to operate longer than the current 8 weeks. Opportunity for staffing to be enhanced with seniors who have knowledge.
2. There is a need to build familiarization among all operators and stakeholders about all there is to do and experience, what is open, operating hours/seasons, etc. (Accommodations and other frontline operators/staff dealing directly with visitors, in particular, need this information to encourage longer stays).
3. Importance of a public, accessible washroom that is open year round.
4. Visitors need to be informed of the accessibility of services such as Wi-Fi and ATM.

# Visitor Services

## Key Recommendations

1. Explore opportunities to extend the operating season of Bidgoods Cove through mentoring, student programs, etc.
  - Explore staffing opportunities with seniors from the community.
  - Place an information board at the VIC so that visitor information is accessible when the Centre is closed.
2. Engage in familiarization sessions with local businesses to enhance knowledge of tourism experiences and share local knowledge and stories to help promote experiences to visitors.
3. Explore possibility of ambassador training program.
4. Partner with the Town and DMOs to develop a wayfinding map that showcases all assets and visitor services.
5. Add an accessible washroom that can be accessed from outside Bidgoods Cove.
6. Collect and share information and hours of operation about the availability of services/amenities (eg. free Wi-Fi, ATMs, public washrooms).

# Transportation & Wayfinding

## Key Findings

1. There is a need for public transportation to meet visitor needs and address parking issues.
2. The number of visitors and the lack of parking creates safety issues, causes confusion and generates dissatisfaction among residents.
3. Need to identify a dedicated space for buses and RVs.
4. Signage and wayfinding within the town could be improved. Enhanced signage is needed to draw people into the community on the way from St. John's, Goulds and especially to/from Cape Spear.
5. Improve sense arrival in the community and at businesses.
6. Roads need improving.

# Transportation & Wayfinding

## Key Recommendations

1. Explore a partnership with transportation providers such as the Hop-on-Hop-off bus to include the Town in their itinerary.
2. Engage a consultant to analyze the issues around transportation and traffic flow, including parking, and provide a strategy to address.
  - This may include exploring the potential for parking by the river and how to address the environmental concerns.
  - This may include recommendations around how to monitor tour buses in the community.
3. Partner with the City of St. John's and North East Avalon communities to implement the regional wayfinding strategy.
4. Work with the Town to enhance the sense of arrival to the community.
5. Address signage issues on the road to Cape Spear that fall within the City of St. John's limits.
6. Work with local businesses and attractions to enhance sense of arrival to their operations.

# Experience Development

## Key Findings

1. The Town of Petty Harbour/Maddox Cove has a unique cultural and natural heritage. This heritage, along with many hidden gems, can be utilized to create sustainable visitor experiences all year round.
2. The Town has many existing diverse cultural, natural and culinary experiences that could be enhanced through partnerships and package development.
3. Opportunity for new experience development that tells the unique story of the town, including themed walking tours and events, culinary offerings and musical entertainment.
4. Opportunity to involve community residents in events.
5. Opportunity to create and offer programs to visiting buses from cruise ships.

Existing Experiences/Assets	Potential New Experiences
<b>Culture:</b> <ul style="list-style-type: none"> <li>• Fishing for Success</li> <li>• Soundwalk App</li> <li>• Museum</li> <li>• Herbie's Olde Shoppe</li> <li>• Craftspeople</li> <li>• Water tower and pipe</li> </ul>	<b>Culture:</b> <ul style="list-style-type: none"> <li>• Themed walking tours – fishing heritage</li> <li>• Offer more cultural opportunities with existing offers</li> <li>• Annual event (fishing heritage themed)</li> <li>• Create experiences connecting visitors to the harbour and the restaurant</li> <li>• Engage artists for community displays</li> </ul>
<b>Nature:</b> <ul style="list-style-type: none"> <li>• Ocean Quest</li> <li>• Mini Aquarium</li> <li>• East Coast Trail</li> <li>• Ziplining</li> <li>• Protected fishing area</li> <li>• Harbour</li> <li>• Cribbie's Park</li> <li>• Bidgood's Cove</li> <li>• River</li> </ul>	<b>Nature:</b> <ul style="list-style-type: none"> <li>• Themed walking tours – geology, river</li> <li>• Land and Sea package: ziplining and boat tours</li> </ul>
<b>Culinary:</b> <ul style="list-style-type: none"> <li>• Chafe's Landing</li> <li>• Tinkers</li> <li>• Wild Mother Provisions</li> </ul>	<b>Culinary:</b> <ul style="list-style-type: none"> <li>• Pop up events on the wharf</li> <li>• Variety of options (café, small lunches, picnic baskets)</li> <li>• Craft brewery</li> </ul>

# Experience Development

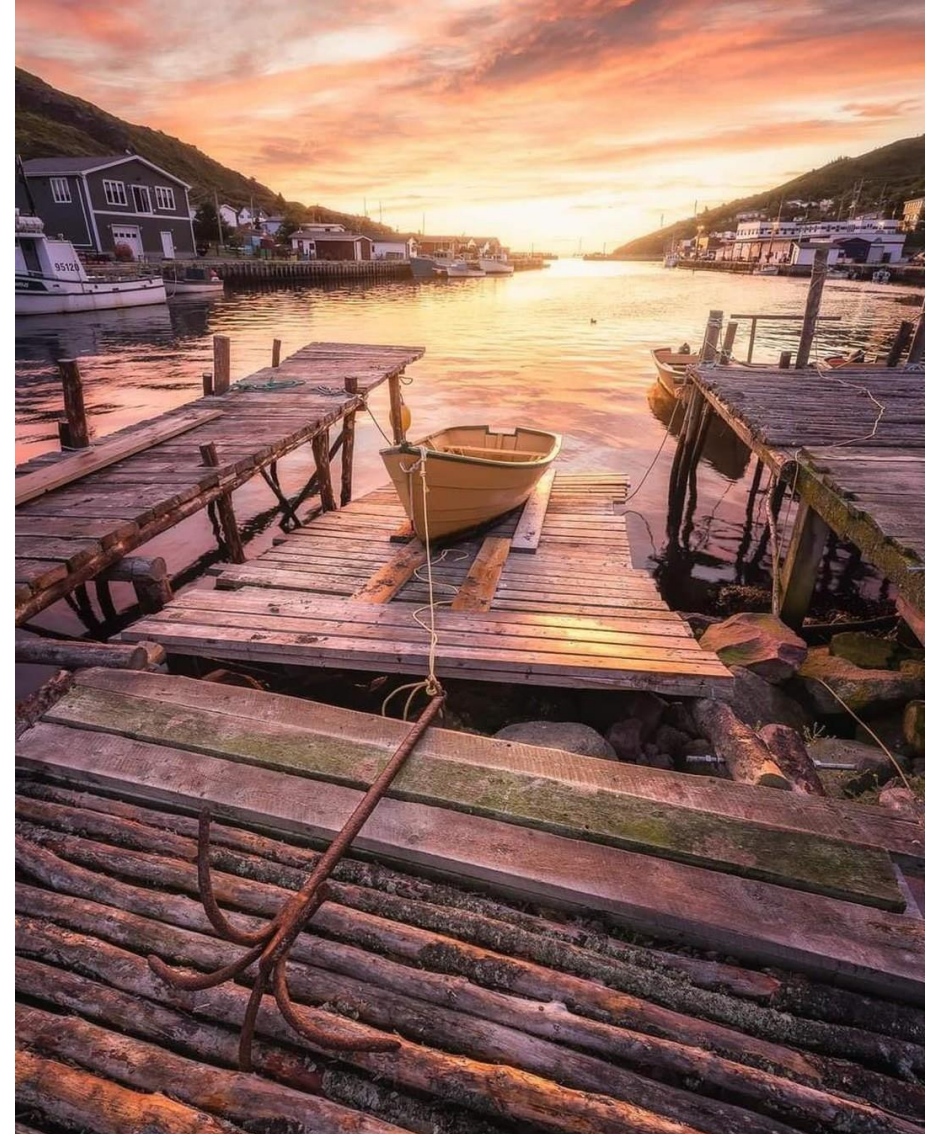
## Key Recommendations

1. Support existing operators by building awareness of [newfoundlandlabrador.com](http://newfoundlandlabrador.com) and including in collaborate efforts.
2. New and existing operators are encouraged to work with TCAR and DMO to develop new experiences and get experiences market ready.
3. Work with NEA partners to develop a driving loop between St. John's, Cape Spear and Petty Harbour/Maddox Cove ("Get Hooked on Petty Harbour")
4. Create an inventory of community residents that may be interested in sharing skills and knowledge (Jim Kielley, Mike Hearn, Phyllis Weir, etc.)
5. Create outdoor space with appropriate equipment and services where regularly programmed events, such as music concerts, could be held for visitors.
6. Work with the cruise ship industry to determine when buses will be in the community so businesses can offer programming.

# Measuring Success

## Key Findings

1. There is an opportunity to ensure that tourism stakeholders are familiarized with the customer profiles and motivations of visitors to the community.
2. There is visitation information available from the Visitor Information Centre and Museum that can be used as the foundation to measure performance.
3. There is an opportunity to further collect and share statistics about visitors to the region to help inform tourism development.



# Measuring Success



## Recommended Actions

1. Offer an information session to provide research and statistics information about the types of visitors coming to the region/province, things they like to experience while visiting, who our customers are, how they travel, etc.
2. Establish a baseline measure of visitation through existing local sources to establish growth targets and evaluate performance over time.
3. Establish a baseline measure of the number of experiences on [newfoundlandlabrador.com](http://newfoundlandlabrador.com) in the community and establish growth targets.

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