

Join us

To make tourism

- 🌐 A major contributor to the economic well-being of our communities
- 🌐 A thriving, collaborative, quality and self-determined industry
- 🌐 A celebration of our culture, heritage and geography
- 🌐 A sustainable resource
- 🌐 A future career option
- 🌐 About choices in this destination
- 🌐 Authentic, memorable and marketable
- 🌐 An amazing experience for visitors

Annual Membership Fees

Individual \$25
Business \$50

Become involved in Digby Area Tourism.

Consider joining one of DATA's committees or the Board of Directors.

Committees of the Board:

Education
Product Development
Marketing and Communication
Finance
Showcase
Membership
Executive

To become a member please contact:

DIGBY AREA TOURISM ASSOCIATION
147 FIRST AVENUE
P.O. BOX 579
DIGBY, NS
B0V 1A0
(902) 245-2932



Tourism...
it is your
Business!



Major Plans

1. STRATEGIC
 - ❖ Organizational viability
2. TOURISM DEVELOPMENT
 - ❖ Marketing
 - ❖ Communication
 - ❖ Collaboration
 - ❖ Increase Visitor Spending
 - ❖ Increase Visitor Stay
 - ❖ Increase Return Visitors
 - ❖ Increase new Visitors
3. PRODUCT DEVELOPMENT
 - ❖ Branding
 - ❖ Product Offering
 - ❖ Programs
 - ❖ Infrastructure

Major Milestones

1. SAVE THE FERRY RALLY
2. DIGBY AREA TOURISM SHOWCASE
3. TOURISM ESSENTIALS COURSE
4. DESTINATIONS NEWSLETTER
5. COMMUNITY OUTREACH
6. GOVERNMENT RELATIONS
7. COMMITMENT TO ENVIRONMENTAL STEWARDSHIP
8. COMMITMENT TO EXPERIENTIAL TOURISM DEVELOPMENT
9. REPRESENTATION OF LOCAL INDUSTRY
10. AREA-WIDE PLANNING

You are Part of Nova Scotia's next Star Generator



Nova Scotia Department of Tourism, Culture and Heritage
emphasizes

THE BAY OF FUNDY

In an effort to respond to traveler needs and interests, particularly in the areas of experiential and environmental tourism, DATA's Product Development Plan aims to connect all our major tourism assets to the Digby Area's natural, phenomenal, and increasingly popular tourism product... the Bay of Fundy ... through the creation of a **Fundy Discovery Trail**.

The Fundy Discovery Trail will offer visitors ample opportunity to see, taste, touch, experience and understand the phenomenal Fundy through an inter-connected system of attractions, trails, and experiences. These opportunities would share consistent signage, product standards and marketing initiatives. Sharing a commonly themed and designed series of directional, site and interpretive signs will serve many purposes: consistent messaging; area beautification; enhanced visitor information; increased local awareness; and celebration of the inter-connectedness of our cultural, heritage, industrial, environmental and geographic assets to the Bay of Fundy.

At the core of these activities is the development of a Bay of Fundy interpretive centre which will enhance visitor understanding and encourage them to participate in the diverse opportunities created for them.

What DATA Members Say

"Joining this association gives our Centre avenues of promotion that would be much more challenging than if we did not enter into this partnership."

Chief Frank Meuse Jr.
Bear River First Nation

"Alone, you are a hotdog stand. Together, we are a food court!"

Richard Treleaven
Coastal Inn Kingfisher & Digby Scallop House

"To ensure that the Digby Area fits into and makes the most of the overall marketing plan of the province and Destination Southwest Nova Scotia, we must establish a strong and dynamic tourism marketing group for our area. Based on the strong foundation and plans for the future, I believe that DATA is that group."

René LeBlanc
The Pines Golf Resort and Spa

"DATA allows the opportunity to stay connected to the local business community on a common focus. Telling people who we are and what we have to offer, not only on an individual basis, but even more importantly as a whole, is our real strength to securing visitors to come...joining together allows our dollar to reach a wider audience. ... I believe that DATA can and will mix the traditional methods of marketing together with the new ideas, to create greater opportunities for everyone. So if you have been on the outside looking in and wondering should I be a part of DATA, my recommendation is get on board and be a part. You owe it to your business and clients to be informed."

Marc Phillips
Annapolis Basin Conference Centre

"I have to thank DATA for teaching me so much about the tourism industry, and helping me to know that this is what I am meant to do. I see so many new opportunities and am really excited by the possibilities in our future, especially with experiential tourism and niche marketing."

Wanda Van Tassel
Fundy Dulse & Gulliver's Cove Retreat