



# Sector Table Workshop: Report to Participants February 2017

## TOURISM



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## TOURISM SECTOR TABLE

### Proposed actions in 2017

Develop a culinary tourism and local food summit with media interaction.

Work with the sector to raise awareness about business and career opportunities in tourism.

Work with tourism providers and chambers to build capacity for storytelling and media outreach.

Develop a regional asset map.

#### THE SECTOR TABLE WORKSHOP

On Dec. 7, the Valley REN hosted a workshop in Kentville with more than 60 people from five key sectors in the Annapolis Valley: agriculture, tourism, information and communications technologies (ICT), manufacturing, and sustainable energy.

Our facilitator, Common Good Solutions, led the five "sector tables" in a SWOT analysis.

Key points from the Tourism Sector Table are noted here, with suggestions for how the Valley REN can help the business community grow these sectors.

Read the full report [here](#).  
Read highlights from [all sector tables](#).  
Post your comments [here](#).



### Key issues

connecting businesses across the core tourism sectors; stronger partnerships with higher education; developing the Valley brand and value proposition; reducing red tape; human resources (recruitment, retention, awareness of career opportunities/pathways)

### Opportunities to explore

responding to the growing market for culinary and experiential tourism; industry collaboration; developing the Annapolis Valley as a destination; creating business opportunities during the shoulder seasons

### Strong points

culinary and wine; quality products and experiences; coordinated efforts; community support and involvement

### Weak points & threats

labour shortage & training; profitability; infrastructure; short season; competition with similar experiences; staying relevant and exciting