

# Social Media emerging as best marketing tool



Pictured are: (l-r) Cathy MacKenzie, ECBC; Amy MacKinnon, Top of the Island; Mary Tulle, Destination Cape Breton; Terry McCulloch, Bay of Fundy Tourism; and seated is Tom C. Wilson Conference Chair and Director of Victoria County Recreation and Tourism Department.

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Ms. MacKinnon attributes the cooperation on a large scale as the source of the initiative's success. "There was much more interest in the project on a community level with workshops among themselves as well as an Island wide introduction to social media for the operators." Ms. MacKinnon sees this as the beginning of building more relationships with other parts of Cape Breton.

Overall the Top of the Island social media initiative members saw an increase in visitors and sales of some 12%.

Not bad, Ms. MacKinnon figures when the rest of the province, if they saw any increases at all, topped out at 4%.

"We will continue to work with all members of the Top of the Island initiative to get them to use Facebook and Twitter regularly so they can cross reference with each other. With our attractions and activities we can get people to stay longer."

Terri McCulloch, from Bay of Fundy Tourism, which represents the area's successful bid to become one of the modern 7 wonders of the world finalists, explained that social media is basically people having a conversation with people.

Ms. McCulloch presented figures which show that 70% of Canadians use some form of social media to have a conversation.

# 3.2% occupancy increase in Ingonish in 2009



Michelle Sear, Database Marketing Assistant, Nova Scotia Tourism, Culture and Heritage, making her presentation on the new Nova Scotia.com website and the opportunities it provides to operators on the website at the Ingonish Communication Day.

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jects like road and bridge construction. Road work at Cape Breton Highlands National Park for example, will see the Park's Visitor Information Centre moved to the Smokey Recreation Society Community Centre.

Tom Wilson, Recreation and Tourism Director for Victoria County gave a 2009 tourism review.

"Ingonish had an increase of 3.2 % in occupancy rate for 2009 compared to

last year," said Mr. Wilson. "Ingonish was one of the two areas in the County that were up from 2009. The other area was the Top of the Island region (Cape North, Dingwall & Bay St. Lawrence).

Great door prizes were provided and included an Annual Family Pass Cape Breton Highlands National Park; a Hike the Highlands Festival Pass; a round of golf at Highlands Links; a gift from Cape Breton Resorts and gift from Keltic Resort and Spa.

## Celebration of Learning

Baddeck

Baddeck Academy will open its doors to the community on May 13th 2010 for it's third "Celebration of Learning" – an opportunity for everyone interested to drop in to see what students from grade primary to twelve have been working on and learning about this year. Students and teachers will be in their classrooms to answer ques-

tions or demonstrate some activities.

On display off the main foyer will be the plans for the school's renovation and further down, in the senior high, our new, almost-complete teen health centre.

The evening runs from 6:30 – 8:30 so come and see what has been going on in our school. We look forward to seeing you!

### The Yellow Cello Café

**Re-opening May 6th!**  
Serving our Full, Homestyle  
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Spring Hours 8 am - 9 pm

**OPENING SPECIALS - TILL MAY 21<sup>ST</sup>!**

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PLUS a 10 inch Garlic Fingers - \$23.99 + tax
- **Daily Healthy Lunch Specials** •
- **Eat-in Evening Special...** One Entrée at Reg Price  
AND Receive a Second Entrée at 1/2 Price!

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ANNUAL SCHOLARSHIP  
AUCTION & DINNER

Saturday, May 8<sup>th</sup> 2010  
6:30 ~ Dinner served at 7:00  
Baddeck Community Centre

with  
'Auctioneer Extraordinaire'  
MLA Alfie MacLeod

To reserve tickets to this special event,  
please call Martin at 674-2014  
or Tom at 794-8411

The Victoria-The Lakes PC Association  
provides scholarships to each of the eight  
high schools attended by our students