



Information compliments of the Canada/Nova Scotia Business Service Centre 1-800-668-1010

Ask an Information Officer

Christine Thériault

I want to open a bed and breakfast. Where do I start?

If you are thinking of starting a bed and breakfast, the Canada/Nova Scotia Business Service Centre (C/NSBSC) is a great place to start. We have several resources that will help you gain insight as to how you should go about this venture. The Business Start-Up Info Guide is a great tool. It provides general information on starting a business, such as business numbers, taxation, registering business names, and marketing plans.

Our on-site library features several books, including Start and Run a Profitable Bed & Breakfast and Bed & Breakfast. We also have over 200 business plan samples, including one for a bed and breakfast. You may even want to look into becoming a member of the Nova Scotia Bed and Breakfast Association.

Any business is subject to approval of local authorities when it comes to zoning, permits, and licenses. Sometimes it can be difficult to determine which regulations apply to your business, which is why our Bed & Breakfast Fast Facts will make your life easier.

Check with Service Nova Scotia and Municipal Relations'

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Business Article

Are you ready for tourist season?

Julie Penwarden

Almost every sector of the economy in Nova Scotia profits from tourism. Beyond generating benefits for your business, tourists also contribute tax dollars that support services such as health care and education. If you operate an attraction or accommodation business in Nova Scotia, here are a few tips:

- Consider displaying your brochures at any of the nine Visitor Information Centres across the province.
- Have an online presence. Travellers are more likely to check out destinations and book over the Internet—especially those who are waiting to snag last minute deals. You want to make it as easy as possible for your clients to do business with you. Also, be sure that your web site looks professional: potential tourists may not have much else to go by.
- If your accommodation is your business, get listed on Nova Scotia's Information & Reservation service so your business is featured when tourists look for a place to stay.
- Include your business in travel guides. The public can request free copies of travel guides directly from Nova Scotia's official tourism web site.
- If your business is a

tourist attraction, consider highway signage. Just make sure you apply to the province to make sure your business is complying with regulations.

- Make your business tourist-friendly. Have maps of your area and a collection of brochures that show off local attractions on-hand for your clients. They will remember the great service!
- Check out funding opportunities, specifically designed for tourism.
- Be aware of upcoming events happening in your community and prepare your business for the extra traffic. Download a copy of the 2006 Festivals & Events Guide.

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Tourism Statistics

· In 2004, 2.24 million tourists stayed overnight in Nova Scotia.

· Over half of visitors to Nova Scotia live within Atlantic Canada.

· Travellers from the United States make up 14 percent of the market, while international travellers account for three percent.

· Last year, American visitations to Canada hit a 25 year low. Contributing factors to last year's decline in tourism included the rise in gas prices, an increase in the Canadian dollar, and the loss of the ferry service between Yarmouth and Portland.

· The Canadian Tourism Research Institute is forecasting an increase of 4.9% in tourism revenues for 2006.

The Department of Tourism, Culture, and Heritage keeps track of Key Tourism Indicators for each region in Nova Scotia, as well as total visits by method of travel. You can also view the number of tourism jobs, payroll, and revenues by region.

For more information about the outlook for 2006, visit the Department of Tourism, Culture, and Heritage's web site to view the Tourism Insights Publication.

Featured Website

Tourism Industry Association of Nova Scotia

Lynn Barclay

Interested in tourism or acting as a tourism operator? If so, you may want to travel to this web site. The Tourism Industry Association of Nova Scotia (TIANS) is a member-based association that acts as an advocate of the Nova Scotia Tourism Industry.

The association's aim is to increase the competitive atmosphere of the tourism industry and heighten prosperity by partnering with regional and sector associations and different levels of government.

TIANS has alliances with the Campground Owners Association of Nova Scotia, Nova Scotia Adventure Tourism Association and the Nova Scotia Bed and Breakfast Association.

Becoming a member of TIANS provides:

- opportunities to participate in forums
- savings on various services and purchases from suppliers
- preferred rates for credit and debit cards
- insurance benefits
- many other member benefits

TIANS also hosts several very successful and fun-filled events throughout the year such as the Tourism Summit and Expo, and the Annual NSTHRC Tourism Golf Classic.

CLICK

www.cbesc.org/ns

CALL

1-800-668-1010

VISIT

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Halifax, N.S.

From Information to Business is a monthly publication of the Canada/ Nova Scotia Business Service Centre.

Our Mission

To improve the start-up, survival and growth rates of small- and medium-sized enterprises by giving business people in every part of Nova Scotia access to accurate, timely and relevant information and referrals

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Permits Directory to view a list of permits, or call them at (902) 424-5200. For example, you may need a Fixed Roof and Camp-ground Accommodation License, issued by the Tourism Division at the Nova Scotia Department of Tourism, Culture and Heritage.

It is always important to conduct market research on patterns and characteristics that are presented by consumers in the area you want to open your bed and breakfast. In order to be successful, you need to be certain that you have a market before moving on with your business idea.

Market research can be tricky, so if you are not sure about what you are looking for or have any business questions, contact the C/NSBSC at 1-800-668-1010 to discuss resources that are available with a Business Information Officer. We have many databases that will make this process easier.

Good luck with your venture!

Hot Picks

The following books are available from the Canada/Nova Scotia Business Service Centre Library. These books may also be available in our resource centres, located throughout the province.

Bed & Breakfast: Step-by-Step Start-Up Guide

Rob and Terry Adams (Entrepreneur Magazine)

You're planning to start a bed and breakfast. You'll be living the dream of countless thousands of people – to escape the rat race, renovate and decorate an old home, live where you work while meeting new people and making new friends – to be your own boss.

This guide takes you step-by-step on how to start your own bed and breakfast. Topics include the following: market research, legal and business structure, start-up costs, daily operations, employees and staff, advertising, and much more!

A Guide to Starting and Operating an Adventure Tourism Business

Providing an adventure tourism product does not mean just providing clients with an opportunity to participate in a physical activity; it includes value-added services that the adventure tourism operator offers to make an enriching adventure travel experience. These might include interpretation, guiding services, transportation, support materials (e.g. pre-trip information), as well as meals and sometimes accommodations. These elements make it easier for visitors who are unfamiliar with the activity or destination to participate in a safe and fun way, also increasing the overall quality of their experience.

*This guide is part of a series of 11 guides that concern tourism. The others are also available in our library.

Start and Run a Profitable Tour Guiding Business

Barbara Braidwood, Susan Boyce, & Richard Cropp

Whether you want to travel year-round or for two weeks every summer, whether your ideal is tropical climates or icy mountaintops, luxury hotels or backpacks and hiking boots, tour guiding is one route to traveling where and when you like. This career demands creativity, planning and endless patience, but you set your own timetable and pursue your own itinerary.

The authors provide background information on the travel industry, describe what is involved in tour guiding, explain how to develop tours to your favourite destination, and outline the planning you must do no matter where you are going. They also include a blueprint for the entrepreneur who wants to establish a larger tour operation.

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