



**Summary of Destination Dartmouth
Marketing Plan Survey**
(Feb to May 2020)

Memo To: Destination Dartmouth Association Members
 From: DDA Board of Directors
 Date: June 21, 2020
 Note: Thank you to those who participated in our survey to help us develop a marketing plan for Dartmouth.

Members, Restaurants and Hotels N=40	Top 8 marketing priorities	<ol style="list-style-type: none"> 1) Eco-tourism 2) Alderney Landing 3) Downtown Dartmouth 4) World class canoeing 5) Black Cultural Centre 6) Hockey heritage 7) Real estate costs 8) Niche outdoor activities
	Top 3 target markets	<ol style="list-style-type: none"> 1) Dartmouth 'expats' 2) African Canadian/African American 3) British
	Top 3 target locations	<ol style="list-style-type: none"> 1) Atlantic Canada 2) New England 3) NS Points of Entry
	Top 4 marketing methods	<ol style="list-style-type: none"> 1) Partner with local festivals, sport groups 2) Short promotional videos 3) Facebook ads 4) Experiential visitor opportunities
	What should Dartmouth be marketed as?	<ol style="list-style-type: none"> 1) Dartmouth, City of Lakes (84%)

All Responses N = 222	Top 8 marketing priorities	<ol style="list-style-type: none"> 1) Eco-tourism 2) Downtown Dartmouth 3) Alderney Landing 4) World class canoeing 5) Largest business park east of Montreal 6) Niche outdoor activities 7) Black Cultural Centre 8) NSCC
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<i>All Responses, Continued</i>	Top 3 target markets	<ol style="list-style-type: none"> 1) Dartmouth 'expats' 2) African Canadian/African American 3) Military personnel
	Top 3 target locations	<ol style="list-style-type: none"> 1) Atlantic Canada 2) NS Points of Entry 3) New England
	Top 4 marketing methods	<ol style="list-style-type: none"> 1) Experiential visitor opportunities 2) Partner with local festivals, sport groups 3) Targeted web site ads 4) Short promotional videos
	What should Dartmouth be marketed as?	<ol style="list-style-type: none"> 1) Dartmouth, City of Lakes (78%)

Dartmouth Residents Only N = 182	Top 8 marketing priorities	<ol style="list-style-type: none"> 1) Eco-tourism 2) Downtown Dartmouth 3) Alderney Landing 4) World class canoeing 5) Largest business park east of Montreal 6) Black Cultural Centre 7) Niche outdoor activities 8) NSCC
	Top 3 target markets	<ol style="list-style-type: none"> 1) Dartmouth 'expats' 2) African Canadian/African American 3) British
	Top 3 target locations	<ol style="list-style-type: none"> 1) Atlantic Canada 2) NS Points of Entry 3) New England
	Top 4 marketing methods	<ol style="list-style-type: none"> 1) Experiential visitor opportunities 2) Targeted web site ads 3) Partner with local festivals, sport groups 4) Short promotional videos
	Dartmouth should be marketed as?	<ol style="list-style-type: none"> 1) Dartmouth, City of Lakes (80%)