

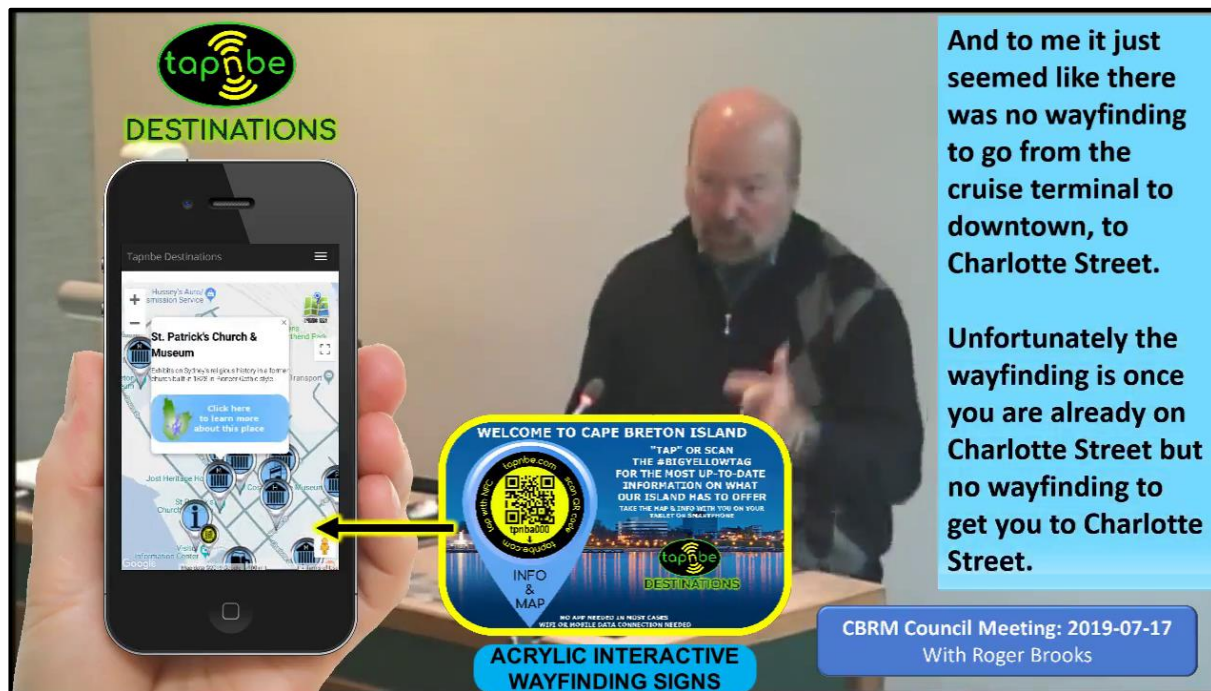


DESTINATIONS

The Cape Breton Experience

Tapnbe Destinations Smartphone Wayfinding

In 2019, Roger Brooks, a Tourism & Downtown Expert presented to stakeholders in CBRM and highlighted the lack of wayfinding for cruise ship passengers. Click on the image to watch the 15 second video.



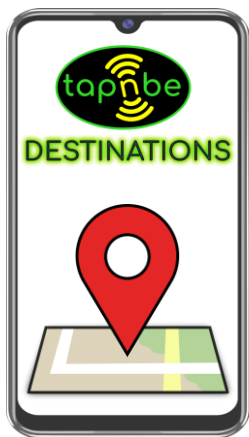
And to me it just seemed like there was no wayfinding to go from the cruise terminal to downtown, to Charlotte Street.

Unfortunately the wayfinding is once you are already on Charlotte Street but no wayfinding to get you to Charlotte Street.

CBRM Council Meeting: 2019-07-17
With Roger Brooks

ACRYLIC INTERACTIVE WAYFINDING SIGNS

Tapnbe Destinations can provide wayfinding for all tourists.



Smartphone Wayfinding For Tourists

- Curated experience
- Promote local business & experiences
- No app to download
- Up to date & relevant information
- Location aware information without the use of GPS
- QR Code & NFC Tap are the most common ways to interact with a smartphone



DESTINATIONS

The Cape Breton Experience

Engaging Tourists Throughout The Community

Interactive signs and window decals deliver up-to-date information directly to tourist's smartphones. No App is needed on most modern smartphones to scan the QR code or Tap with NFC.

**Interactive Outdoor Signs
On Port Of Sydney Property**



**Window Decals At
Businesses Throughout CBRM**



**Wayfinding Tag
On Paper Maps**



NEW! Wayfinding With Business Header



Business Header

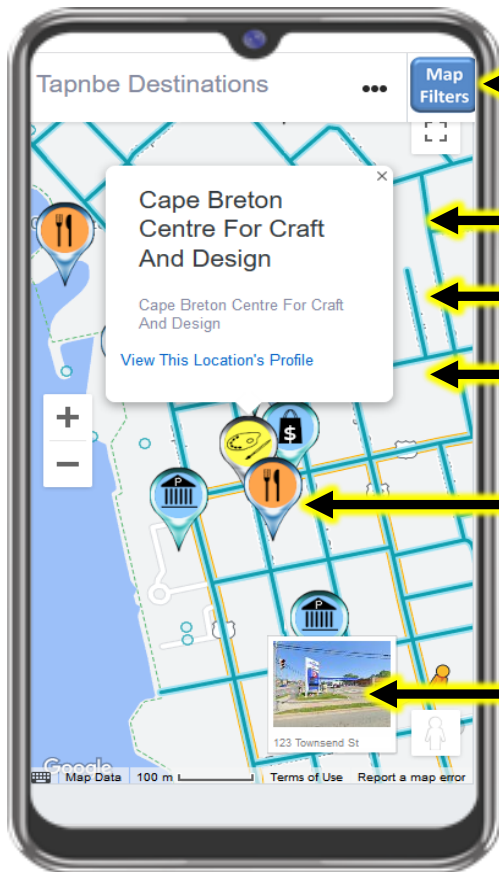
Wayfinding Map



DESTINATIONS

The Cape Breton Experience

NEW! Wayfinding With Business Header



← Custom Cape Breton Experiences

← Business Name

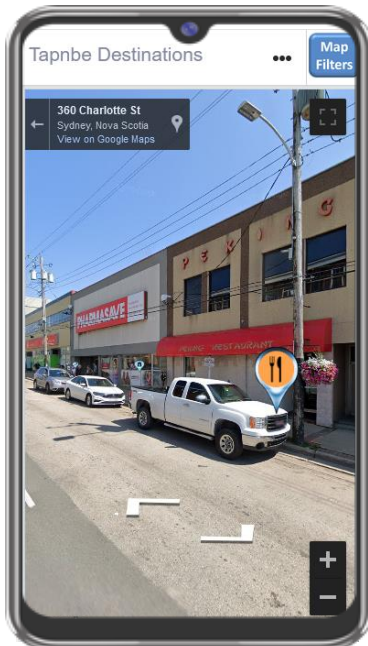
← Business Description

← Link To Business Online Content Of Choice

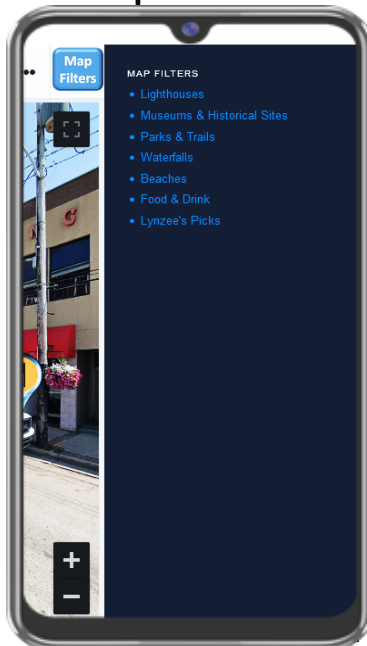
← Big Bold Map Markers
Stand Out From The Google Noise

← Google Street View For Look Ahead

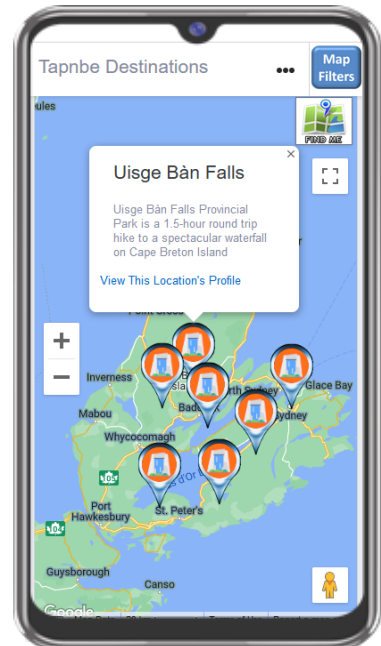
Google Street View For Look Ahead



Custom Cape Breton Experiences



Waterfall Map Filter

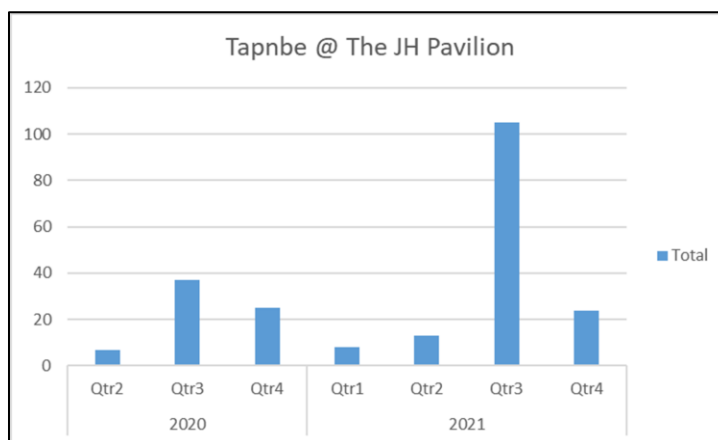


The Inaugural Year - 2019

Tapnbe Destinations had a promising start mid-season in 2019. We signed up 18 businesses and had solid indications of use by tourists. The table below shows engagement by “real tourists in the area”, across four various engage points in the first half year.

Name	Description	Site	Requests
tpnba000 JH Pavilion	JH Pavilion	Cape Breton	482
tpnba001 Esplanade	Map centred on the Esplanade in Sydney	Cape Breton	35
tpnba002 Charlotte Street	Map centred on Charlotte Street	Cape Breton	24
tpnba003 Airport	Map centred around Airport	Cape Breton	38

The graph below shows engagement even during the pandemic years.



Soon after the start of Tapnbe Destinations we saw a clear indication that we were achieving our goal of highlighting local businesses directly to tourists on their smartphones. The picture is a post on Facebook.



The Ubiquitous Smartphone

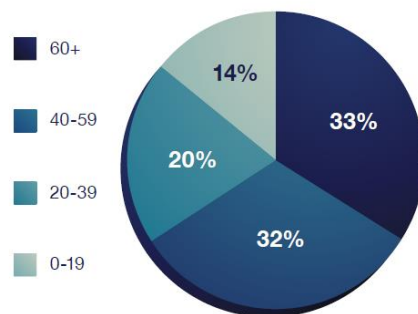
More and more tourists are dependent on smartphones for in-destination planning. The average age of a cruise ship passenger is 47.6 years old. Approximately 95% of people in this age group have smartphones and nearly 93% of travellers take them travelling. It makes more sense than ever to use a traveller's smartphone to provide in-destination information.

	Cellphone	Smartphone	Cellphone, but not smartphone
Total	97%	85%	11%
Men	97%	85%	11%
Women	98%	85%	12%
Ages 18-29	100%	96%	4%
30-49	100%	95%	5%
50-64	97%	83%	12%

<https://www.pewresearch.org/internet/fact-sheet/mobile/>

47.6 Average age of cruise tourist

Cruise Tourist Age Averages from 2018-2020



Source: CLIA Global Market Report, 2020

- **Nearly 93% of travelers are compelled to take phones on vacation.** (*BankMyCell, Digital Detox on Vacation, 2019*)

In-destination planning

Smartphones are the new concierge. Over 70% of U.S. travelers agree that they "always" use their smartphones when traveling, up from 41% in 2015. Travelers most frequently use their mobile devices to research activities or attractions, to locate shopping areas and restaurants, or to look up directions.



<https://www.thinkwithgoogle.com/consumer-insights/consumer-journey/consumer-travel-smartphone-usage/>



DESTINATIONS

The Cape Breton Experience

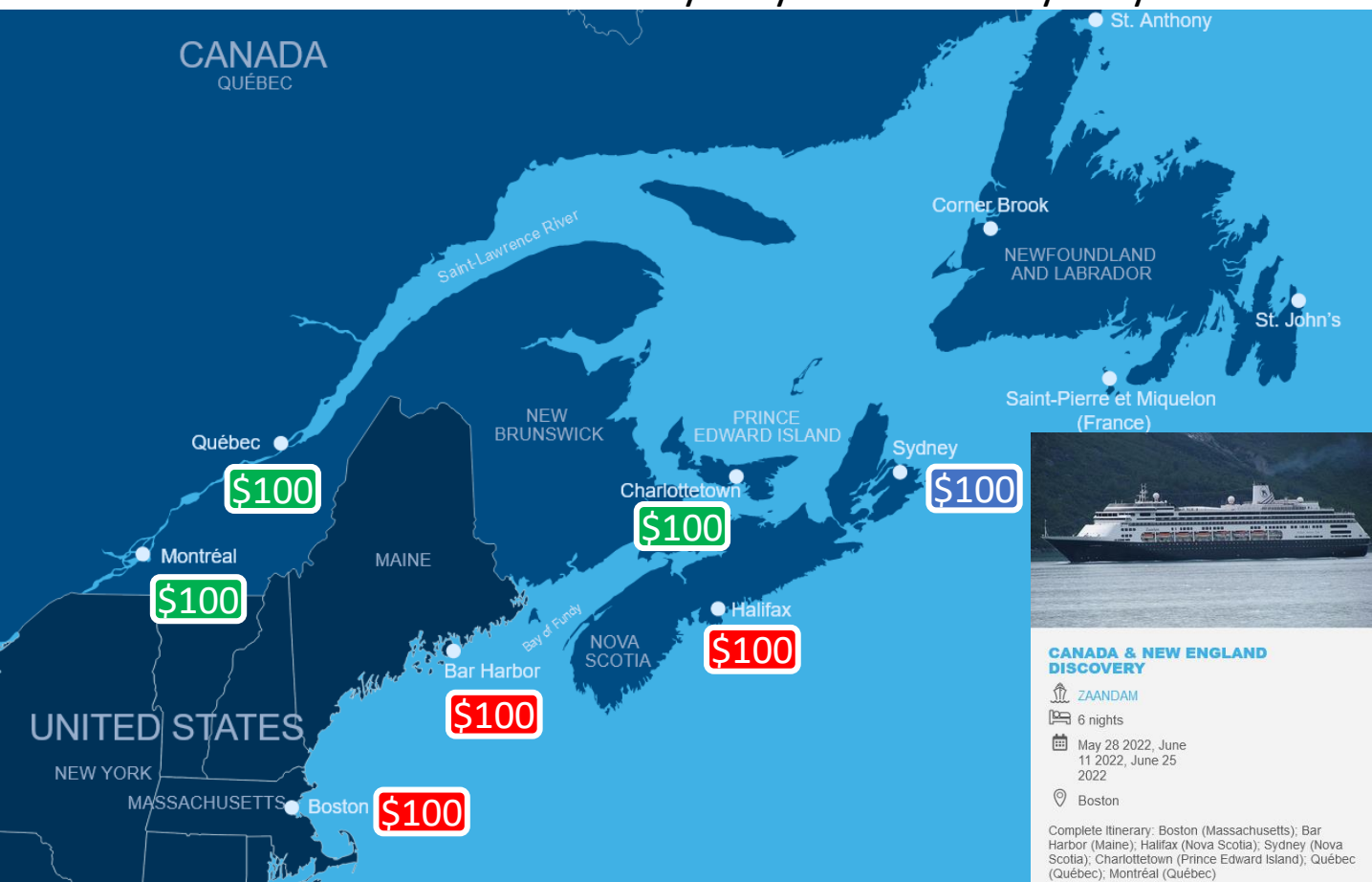
Maximizing The Economic Impact To The Sydney Area

\$100

Average passenger spending in port while visiting **during** a cruise

https://cruising.org/-/media/research-updates/research/2021-state-of-the-cruise-industry_optimized.ashx

ZAADAM: 7 Port Of Calls. 3 before Sydney and 3 after Sydney.



As with any average, some data points will be above and some below. The goal in Sydney should be to always be above the average. To do this the disembarking passengers must be given the most up-to-date and clear picture of what Sydney area has to offer them. The presentation of this information should be easy, effortless and in a manner that is pandemic safe and modern.

Tourist Engagement In 2022

Shown below are ways in which tourist engagement can continually be improved in 2022 and beyond with Tapnbe Destinations.

- **Wayfinding Introduction sign at the Port of Sydney**
- **More engage points on the Port of Sydney property and throughout the community**
- **Encourage greater participation of local businesses**
- **Get wayfinding information on to the cruise ships**
- **Get wayfinding information on to tour buses**
- **Collaboration/integration with the paper maps**
- **Use of sandwich board signs, table top displays, vinyl decals on tabletop surfaces to present more opportunities to engage**

The pandemic has put the breaks on the tourism industry in Cape Breton but the future of the industry looks better now that restrictions are easing and the cruise ship industry is restarting in Canada. Tapnbe is excited to restart Tapnbe Destinations and showcase the best that Cape Breton has to offer, to tourists.

STREET LEVEL FURNITURE



ALONG THE BOARDWALK



SANDWICH BOARD SIGNS



TABLETOP DISPLAYS



INTRODUCTION SIGN

