



Inspiring Experiences

Tourism InnovatioNS Day
April 2015









Top things to do in Nova Scotia



ATTRACTION TYPE:

Sights & Landmarks (265)

Museums (206)

Nature & Parks (218)

Outdoor Activities (248)

Tours & Activities (132)

Boat Tours & Water Sports (71)

Food & Drink (33)

Shopping (149)

Theatre & Concerts (29)

More

SORT BY: **Ranking** Book Online



Cape Breton Highlands National Park (Ingonish)

#1 of 831 things to do in Nova Scotia

5/5 480 reviews

"Across the Highlands Challenge" 08/04/2015

"Must see!" 28/03/2015

Treasures abound throughout the headlands and rugged cliffs of Cape Breton Highlands with its... [more](#)



Halifax Public Gardens (Halifax)

#2 of 831 things to do in Nova Scotia

5/5 1,200 reviews

"Immaculate serenity" 29/03/2015

"A peaceful oasis in the city" 26/03/2015

This beautiful Victorian-inspired garden has been open to the public since 1875 and remains as one... [more](#)

Book a Tour
\$56* and up



15 Dolphin & Whale Watching



thesocialtraveler • 6 months ago

+ Follow



Where the road ends • #tstMoments Paid a visit to Peggys Cove a few days ago. It's a half hour drive from #Halifax and truly a pretty fishing town. Will share some more sights from there next. • #tstCanada with @explorecanada & @visitnovascotia • #ExploreCanada #VisitNovaScotia • #SocialTravel #Travel #Canada #NovaScotia #PeggysCove #Westfalia #T2 #Roadtrip •

73 likes 6 comments

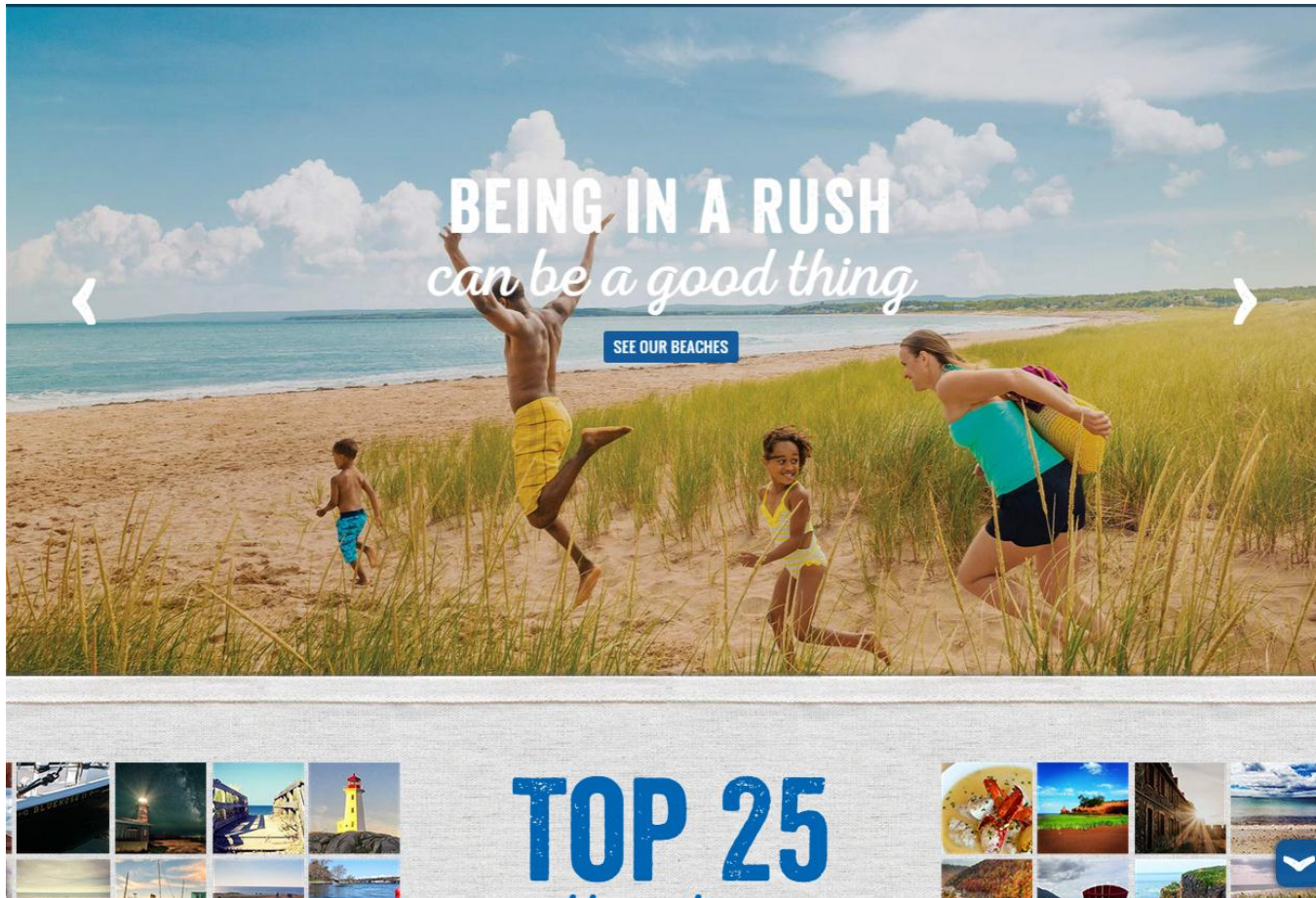
Instagram



Social Media

The image shows a screenshot of the Nova Scotia Facebook page. At the top, there is a search bar with 'Nova Scotia' and a search icon. To the right, there are navigation links for 'Heather', 'Home', and 'Find Friends', along with icons for friends, messages, and a lock. The main header features a large cover photo of a coastal town with colorful houses and boats. On the left side of the cover photo is the Nova Scotia logo. To the right of the logo, the page name 'Nova Scotia' is displayed, followed by the category 'Travel/Leisure'. Below the cover photo, there are buttons for 'Liked', 'Following', 'Message', and a three-dot menu. A navigation bar below the cover photo includes 'Timeline', 'About', 'Photos', '#VisitNovaScotia', and 'More'. On the left side, there is a 'PEOPLE' section showing '181,740 likes'. Below this, there is a post creation area with options for 'Post' and 'Photo / Video', and a text input field that says 'Write something on this Page...'. On the right side, there is a vertical list of years from 2014 down to 1928.

Website



Partners



The Situation

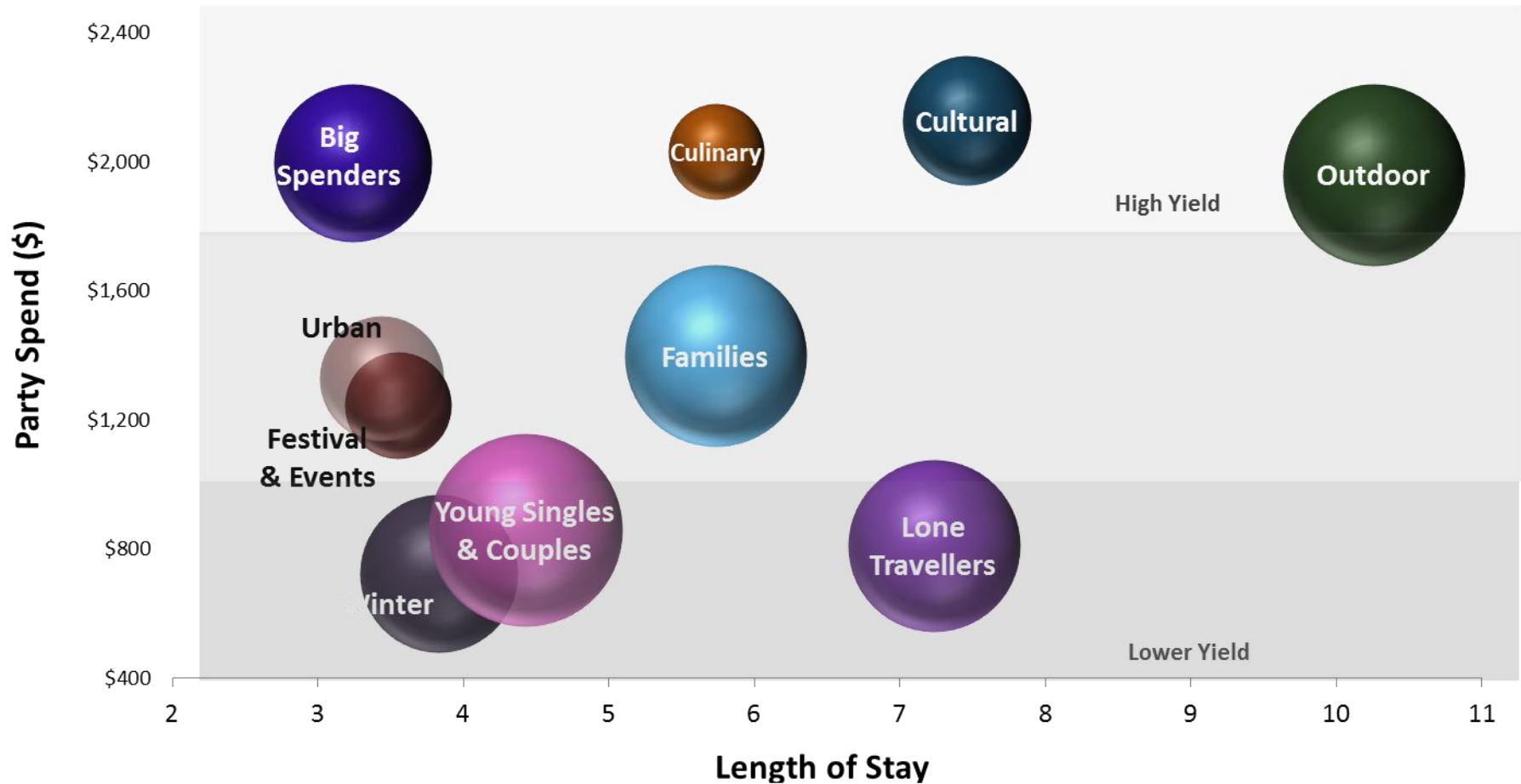




Goal:

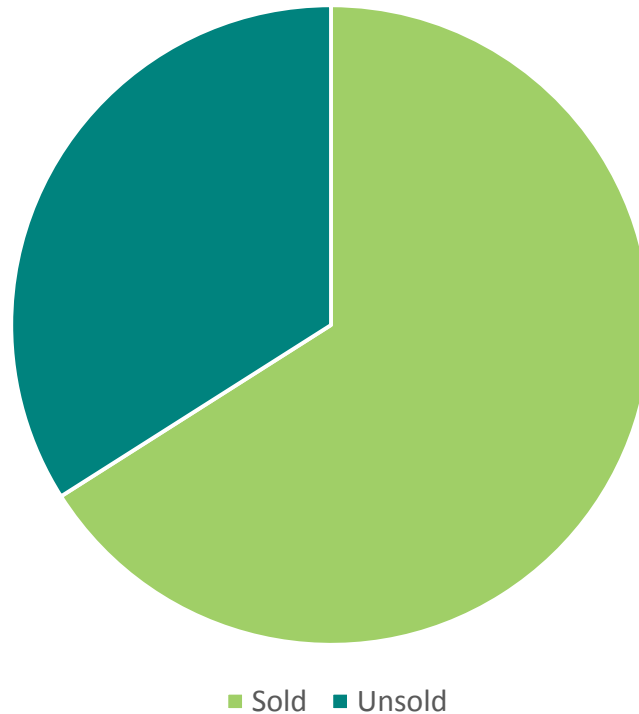
Increase visitation from first-time, pleasure travellers most likely to visit more of Nova Scotia.

Nova Scotia's 10 Visitor Segments



Accommodations: August 2014

Room Capacity



Cultural Enthusiasts



Outdoor Enthusiasts



Culinary Enthusiasts



Higher Quality Products and Experiences

What's an experience?

**Learn something
by doing something
with someone who lives here**



Experience Criteria

- Appeal to NSTA target markets, a title that reflects the theme, and align with NS Tourism Brand;
- Be well-planned and tested;



... more criteria...

- Engage the visitor through hands-on activities, they are an active participant in the activity, not just an observer, and provide them with exclusive or behind-the-scenes access to the experience;



...and more criteria...

- Involve qualified guides and/or local experts to enhance the delivery of the experience and provide an opportunity for the visitor to interact with locals;
- Use assets and resources that are unique to NS, community or business;



...even more experience criteria...

- Engage senses;
- Provide added value –deliver high-quality service and surprise;
- Integrate a local element (food, music), which can add to the WOW of the experience; where possible offer a takeaway for the visitor, such as a handmade souvenir;



... last criteria slide!

- Meet all federal, provincial, or municipal regulations and business requirements (such as insurance);
- Be available a minimum of 4 times throughout the year



What's a package?

- A bundle containing at least two tourism products, services and/or activities for a single price that can be offered during a specific period of time.
- Price of bundled products, if broken out individually, should not equal more than the package price.



Benefits of Experiential Packages

Operator

- New markets/reason to buy
- Develop business in slower period
- Reduction of marketing/promotional costs
- Increase the marketability of your product

Customer

- Travel planning is easier and more convenient
- Added value/exclusivity
- Quality assurance

Achieve Your Goals

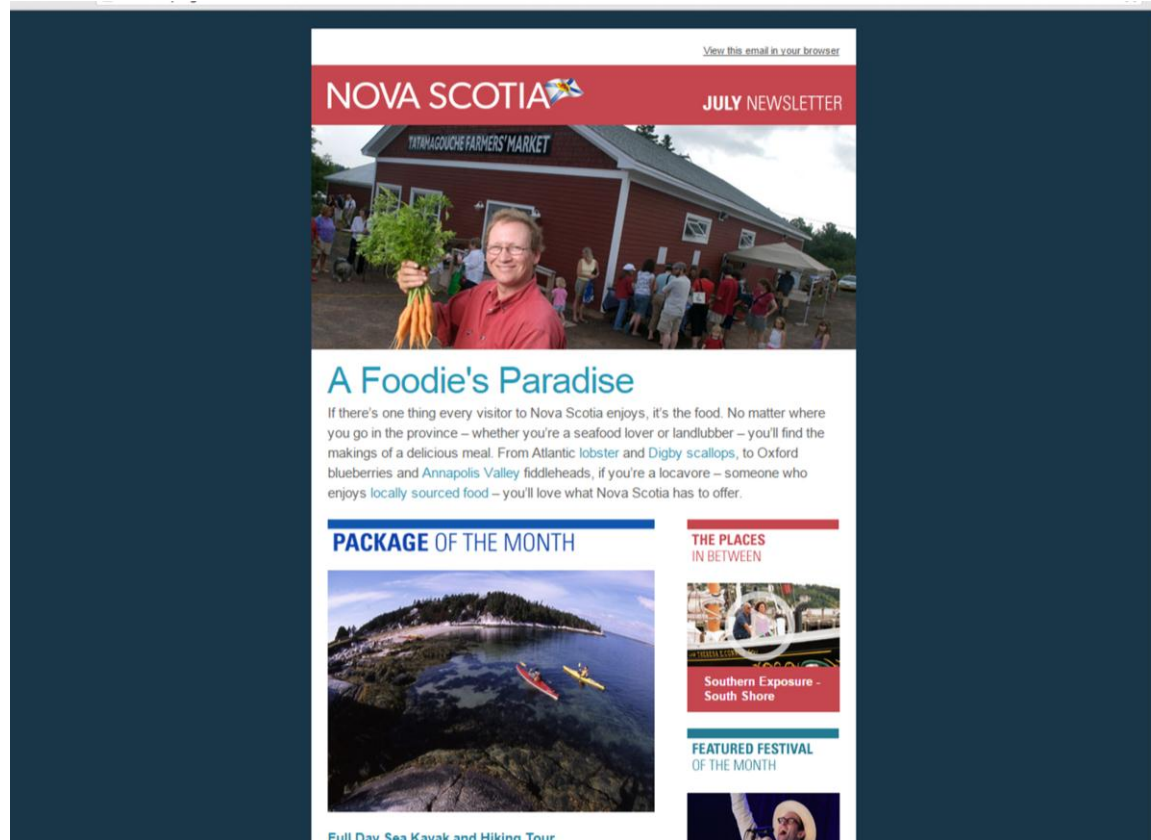
- Consider: Product, Place, Price, Promotion
- Who is your current and ideal guest?
- What are you hoping to achieve?
 - measurable
 - specific

To create two new experience opportunities that will increase my mid-week visitation by 5 per cent for the May-October period.

Why feature experiences on Nova Scotia.com?

- Leverages market dollars
- Experiences and packages receive a large push via partners, such as novascotia.com and through monthly email campaigns
- Listing experiences and packages novascotia.com is easy and free – visit partner portal at partners.novascotia.com
- Low-risk

Leverage Reach



What's available right now?

Packages

NOVA SCOTIA
CANADA

Explore See & Do Eat & Drink Places To Stay Packages Events About Nova Scotia

Shop the Harbourfront
Halifax, Halifax Metro

Downtown Dinner & Theatre
Halifax, Halifax Metro

Weekend Getaway
Halifax, Halifax Metro

Mic Mac Mall Shopping Package
Dartmouth, Halifax Metro

'Escape' Dining Package
Halifax, Halifax Metro

Visa Shopping Package
Dartmouth, Halifax Metro

Stay & Dine Package
Dartmouth, Halifax Metro

Family Fun for 4!
Halifax, Halifax Metro

Everything So close
Dartmouth, Halifax Metro

25 - 36 of 56



- showcasing Nova Scotia's most compelling experiences?
- connecting emotionally with visitors?
- motivating travel? stay longer, spend more?
- What are you offering?

Experiences

← → ↻ novascotia.com/packages/experiences

NOVA SCOTIA CANADA

Explore See & Do Eat & Drink Places To Stay **Packages** Events About Nova Scotia

Cape North, Cabot Trail Valley Halifax, Halifax Metro

25 - 36 of 132

- Adventure in the Cape Breton Highlands**
Cape North, Cabot Trail
FROM \$545
- Snorkel with Whales**
Chéticamp, Cabot Trail
FROM \$59
- Ride Rib-Rocking Rapids**
Urbania, Bay of Fundy & Annapolis Valley
FROM \$54
- Daily Cooking Classes at Trout Point Cooking School**
Kemptville, Yarmouth & Acadian Shores
FROM \$35
- Diggin' Quahogs**
Malagash, Northumberland Shore
FROM \$20
- Afternoon Escape**
Halifax, Halifax Metro
FROM \$71
- Le Petit Bois Trail Guided**
FROM \$5
- FROM \$89**
- FROM \$79**

Experiential Packages

The screenshot displays the 'Packages' section of the Nova Scotia Tourism Agency website. The navigation bar includes 'NOVA SCOTIA CANADA', 'Explore', 'See & Do', 'Eat & Drink', 'Places To Stay', 'Packages', 'Events', and 'About Nova Scotia'. A search icon and 'EN' are visible on the right. The packages are arranged in a 3x3 grid:

- Drink Halifax Tour**: Halifax, Halifax Metro
- Oystering on the Bay**: Malagashi, Northumberland Shore
- Nature Yoga Weekend Retreat**: Maitland Bridge, Bay of Fundy & Annapolis Valley
- Peggy's Cove Puffin, Seal & Lobster Dinner Cruise**: Peggy's Cove, South Shore (FROM \$80)
- Taste The Valley**: Halifax, Halifax Metro (FROM \$100)
- Weekender's Wine and Beer Tour**: Falmouth, Bay of Fundy & Annapolis Valley (FROM \$79)
- Between the Vines Wine Tour**: Falmouth, Bay of Fundy & Annapolis Valley (FROM \$130)
- Sip, Swirl and Stay Package**: Wolfville, Bay of Fundy & Annapolis Valley (FROM \$318)
- Wines and Vistas**: Falmouth, Bay of Fundy & Annapolis Valley (FROM \$95)

Create WOW Experiences to Motivate Travel











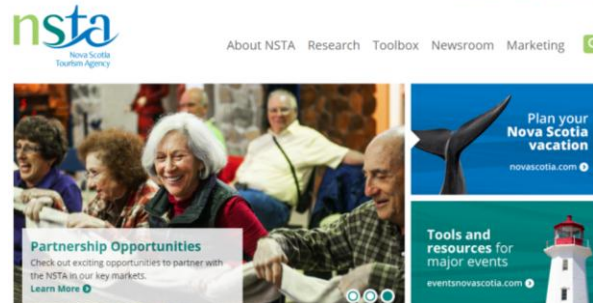
Travel motivator

Vote

Experience Ready to Market?

Tools of Engagement

- Experience NS: Toolkit & Worksheets
- Partner Portal (upload packages)
- How to Guides
- Research
- inTouch Blog



This block contains a collage of marketing research and guides. At the top right, there is a document titled 'Nova Scotia Tourism Market Profile: Outdoor Enthusiasts' with a sub-heading 'Segmentation analysis of pleasure visitors to Nova Scotia revealed 10 groups representing 74% of pleasure visitors, shown in Figure 1.' Below this is a horizontal bar chart titled 'Figure 1: NS Visitor Segments, by Market Share' showing the following data:

Segment	Market Share
Young Singles & Couples	17%
Outdoor Enthusiasts	16%
Families	16%
Lower Travelers	12%
Writers	12%
Big Travelers	8%
Seniors	8%
Groups	6%
Childs	5%
More	2%

Below the chart is another chart titled 'Segments by Yield Band and Length of Stay' which is a bubble chart. The x-axis represents 'Average Length of Stay' (ranging from 0 to 14) and the y-axis represents 'Average Yield' (ranging from Lower Yield to High Yield). Bubbles represent different segments, with 'Outdoor Enthusiasts' being a prominent high-yield, high-length-of-stay segment. To the right of the bubble chart is a small text snippet: '...to develop these segments is detailed at the end of this report. ...available for other visitor segments at www.nstata.com/2015/05/05/

In the center of the collage is a book cover titled 'A Guide to Marketing Your Nova Scotia Tourism Business' featuring a photo of a woman on a bicycle. At the bottom right is a 'Experience Nova Scotia A Toolkit' brochure with photos of people and the NSTA logo.

www.novascotiatourismagency.ca

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