

NovaScotia.com

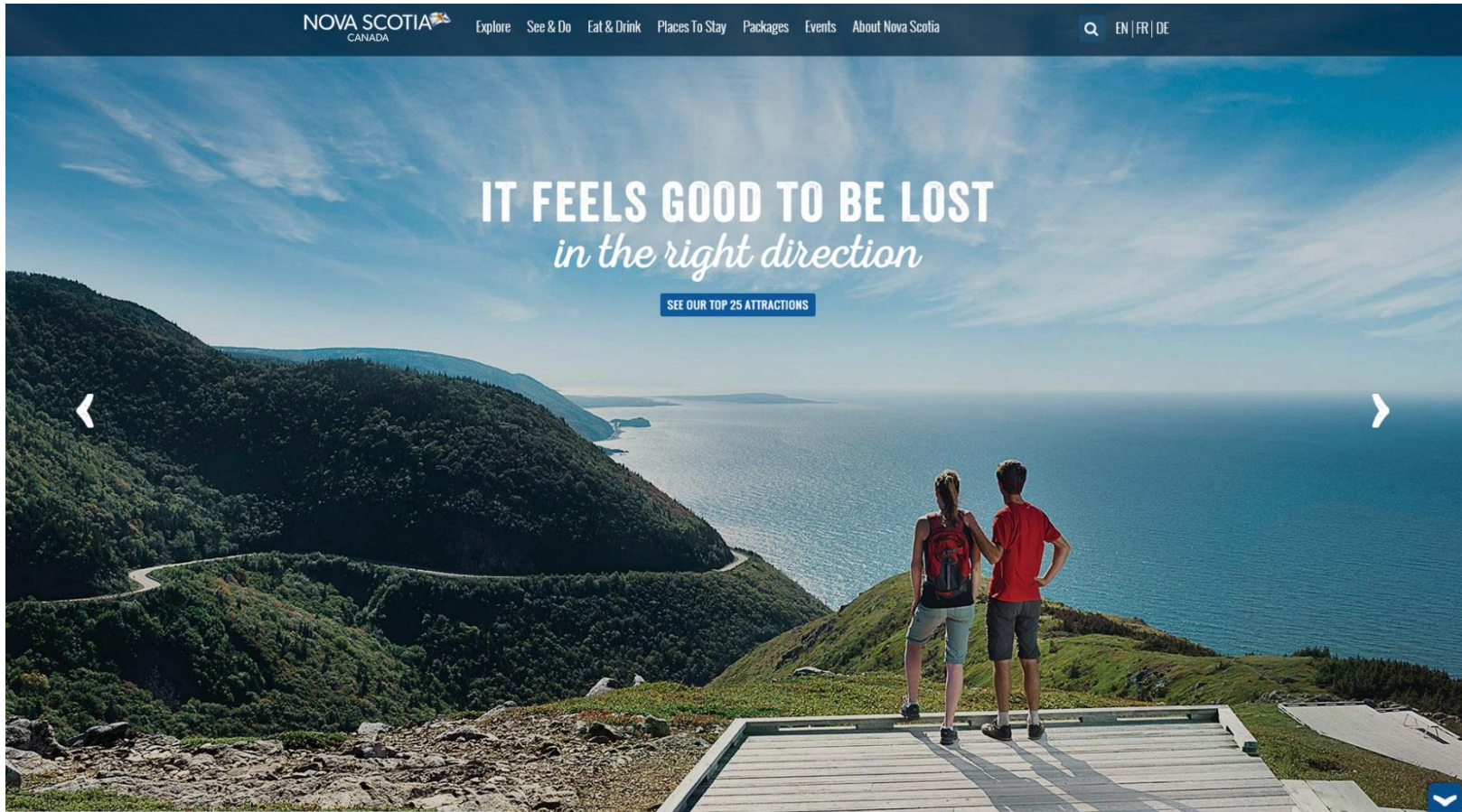
2.7 million visits and counting



Agenda

- NovaScotia.com
 - Website Objectives
 - Results Achieved & Learnings
 - Operator Listings
 - Partner Portal: Packages/Experiences Tips
 - What's New for 2015

NEW NovaScotia.com launched March 16, 2014



NovaScotia.com Objectives

1. To encourage travel to Nova Scotia through the use of engaging content.
2. Have visitors perform a website conversion:
 - Order or download travel guide
 - Sign-up for the promotional newsletter
 - View 4 or more pages
 - View an operator listing
 - Click through to an operator's website

NovaScotia.com 2014 Stats

- Website Visits: 2,749,050 (+22%)
- Visit Duration: 3:15 minutes (-19%)
- Bounce Rate: 48.7% (+6%)
- Clicks to Operator Websites: 219,639 (+91%)
- Newsletter Sign Ups: 6,537 (+27%, making the total list over 72,000)
- Organic Search: 1,489,707 (+17%)
 - Produces over 65% of site traffic and visitors are high quality.
- SEM (Search Engine Marketing) Clicks: 229,113 (+138%)
- Mobile handheld traffic was up 78%

Key Market Traffic 2014

	Visits	Operator Clicks (CTO)	Newsletter Signup
Ontario	430,307 (+13%)	34,273 (+67%)	485 (-52%)
Quebec	216,708 (+31%)	12,205 (+26%)	146 (+114%)
New England	302,701 (+153%)	14,670 (+167%)	2,002 (+349%)
Mid-Atlantic	150,960 (+24%)	9,098 (+80%)	832 (+99%)

Key Observations:

- 40% of overall site traffic originates from target markets
- 28% of overall site traffic originates from Nova Scotia

So, traffic is up. What does that mean?



Most Visited Pages

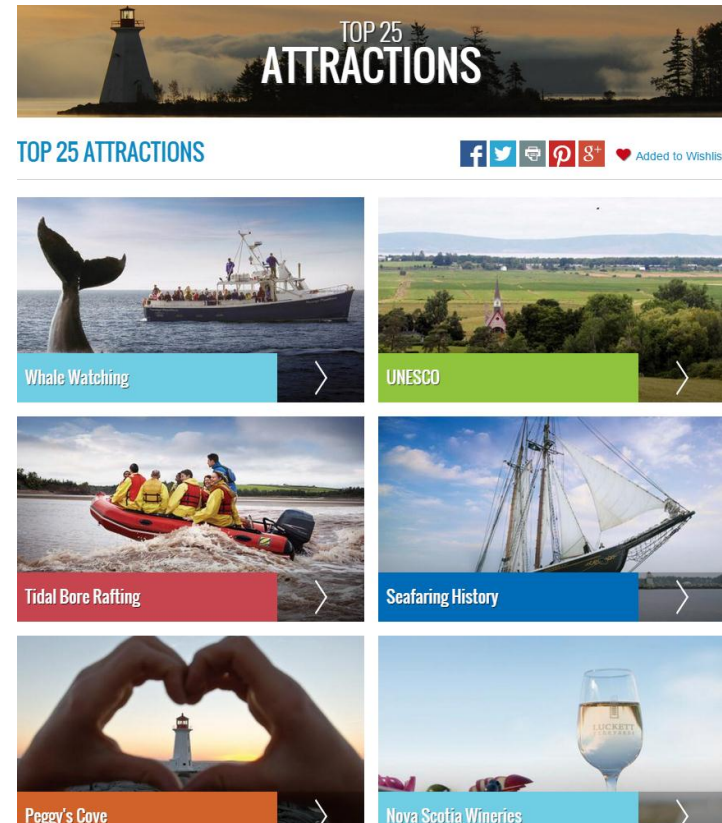
1. Top 25 Attractions
2. Accommodations
3. See & Do
4. Festivals & Events
5. Attractions
6. Find a Package
7. Outdoor Activities
8. Explore
9. Places to Stay
10. Getting Here – By Sea

Learnings:

- Visitors love lists
- Actively looking for things to do and places to stay
- ‘By Sea’ has moved up in popularity due to the new ferry and marketing in the NE-US
- ‘Order a Travel Guide’ has dropped from being the 3rd most popular page to not even in the top 10.

Top 25 Attractions

- Over 260,000 pageviews of Top 25 Attractions landing page
- Most popular Top 25 pages:
 1. Whale Watching
 2. Cabot Trail
 3. Halifax Waterfront
 4. Bay of Fundy
 5. UNESCO
 6. Lunenburg
 7. Tidal Bore Rafting
 8. Lobster
 9. Peggy's Cove
 10. Keji National Park



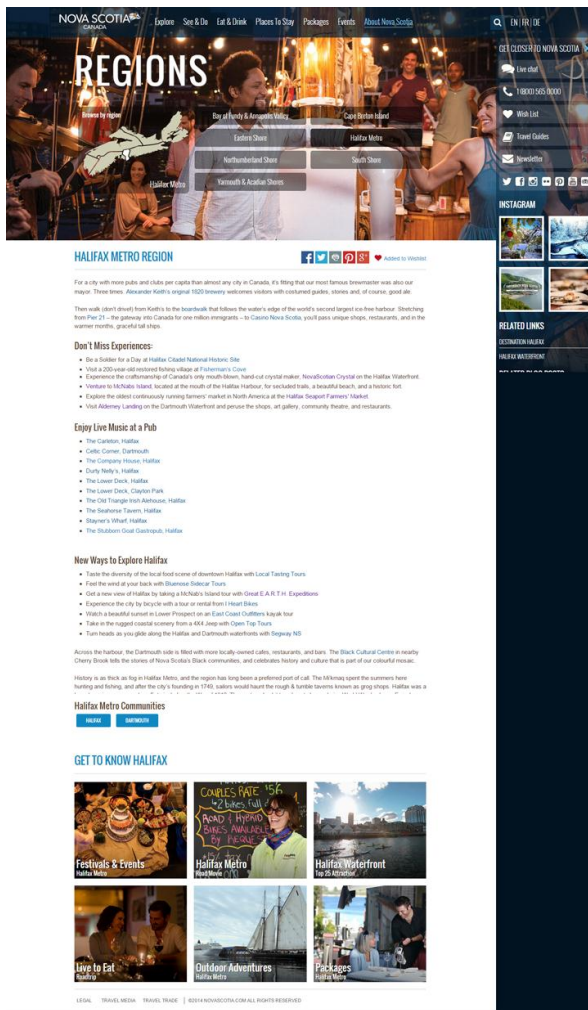
Increased Visits to Main Sections (Mar 16 – Dec 31, 2014)

Main Page	2013	2014	Growth
Outdoor Activities	49,160	126,485	157%
Packages	41,970	126,621	202%
Events	56,328	227,028	303%
Attractions	71,376	136,694	92%
Tours	15,606	70,211	350%
Art Galleries & Studios	10,446	34,055	226%

Increased Visits to Regional Pages (Mar 16 – Dec 31, 2014)

Region	2013	2014	Growth
Halifax Metro	21,251	87,593	312%
Cape Breton Island	41,792	79,005	89%
Bay of Fundy & Annapolis Valley	35,609	56,336	58%
Yarmouth & Acadian Shores	11,241	17,511	56%
Eastern Shore	14,119	22,320	58%
South Shore	18,949	28,677	51%
Northumberland Shore	16,264	17,590	8%

Regional Pages – New Features (Halifax example)



Regional pages are set up as portal pages, easily directing visitors to the regions' most engaging activities through:

- The use of a lists, such as:
 - Don't Miss Experiences
 - Pubs with Live Music
 - New ways to Explore Halifax
- Every product is linked to the operator listing
- Halifax Road Movie
- Halifax Road Trips
- Halifax Packages/Experiences
- Halifax Festivals & Events
- Best Photo Spots
- Top 25 Attractions in Halifax
- Halifax Community pages

How are operator business listings doing?



Accommodations Listings (Mar 16 - Dec 31, 2014)

Accommodations	Visits	Entrances	Exit
2013	490,210	76,795	18.04%
2014	563,980	151,596	35.11%
Growth	15%	97%	95%

Learnings:

- Accommodation listing templates were updated and are highly retail.
- 943 accommodation listings have received over 563,000 page views which is up by 15% over last year.
- Listings are well optimized for search engines which explains the huge growth in the entrances directly to listing pages. (+97%)
- We want the exit rate on these pages to be high as it means a visitor has clicked over to an operator's website. (+95%)

New Accommodation Listing Pages

New Features:

- Clear links to website/book
- Price highlighted
- Larger images
- Extended description
- Packages are showcased

The screenshot displays a web page for 'COURTYARD BY MARRIOTT HALIFAX DOWNTOWN'. The page features a dark blue header with the Nova Scotia logo and navigation links. The main content area includes a 'Price Information' section with a highlighted price range of '\$119.00 - \$450.00', a 'Location' section with the address '5120 Sable St, Halifax, NS B3J 0A1', and a 'Contact' section with phone and email details. A 'Packages' section lists three options: 'WEEKEND RETREAT & ESCAPE ROMANCE PACKAGE!', 'WEEKEND FAMILY GETAWAY!', and 'WINE & DINE PACKAGE'. A large image shows the hotel's interior, and a 'Description' section provides details about the hotel's amenities and location. The right sidebar contains a 'GET CLOSER TO NOVA SCOTIA' section with a live chat button, a phone number, and various utility links like 'Web List', 'Travel Guides', and 'Newsletter'. Below this are sections for 'EVENTS NEARBY' and 'SEE & DO NEARBY' with links to local events and businesses.

Activity Listings (Mar 16 - Dec 31, 2014)

Non Accommodations	Visits	Entrances	Exit
2013	619,903	162,335	29.04%
2014	1,159,531	379,615	41.70%
Growth	87%	134%	44%

Key Learnings:

- **1,800 listings (packages, events, attractions, outdoor, tour operators, art studios & galleries) received over 1 million page views (+87% over 2013).**
- The entrances to the pages doubled to over 350,000, which speaks to how well optimized the listings are for search.
- We also were able to increase the exit rate by 44% which means more visitors than ever are passing through the listings to operators' websites.

Activity Listings

New Features:

- Clear links to website
- Larger images
- Extended description
- Packages showcased

The screenshot displays the Nova Scotia Tourism Agency website interface. At the top, the navigation bar includes 'NOVA SCOTIA CANADA' and menu items like 'Explore', 'See & Do', 'Eat & Drink', 'Places To Stay', 'Packages', 'Events', and 'About Nova Scotia'. A search bar is on the right. Below the navigation, the breadcrumb trail reads 'See & Do > Attractions > Sugar Moon Farm'. The main content area features the 'SUGAR MOON FARM' title with 'Add To Wish List' and buttons for 'VIEW WEBSITE' and 'VIEW ON MAP'. The listing is divided into several sections: 'Hours Of Operation' with seasonal hours; 'Location' at 221 Alex MacDonald Rd, Earltown; 'Contact' information for Quila Gray; 'Packages' featuring 'CHEF NIGHTS AT SUGAR MOON'; and 'Links' to 'Rogart Mountain Trail' and the 'Restaurant at Sugar Moon Farm'. A large image of the farm's sign is prominent. The 'Description' section details the farm's 200-acre operation and offers a guided sugar camp tour. A 'MORE DETAILS' button is at the bottom. On the right sidebar, there are links for 'GET CLOSER TO NOVA SCOTIA', 'Live chat', '1 (800) 565 0000', 'Wish List', 'Travel Guides', 'Newsletter', and social media icons. Below these are sections for 'EVENTS NEARBY' (Grand Prix Christmas Chef Night, Claude's Annual Christmas Feast, Harness Racing Action) and 'PLACES TO STAY NEARBY' (Forest Haven Inn, Kokomo Campground, Tulips and Thrills Bed & Breakfast). An 'INSTAGRAM' section shows a grid of photos.

Partner Portal

Package & Experience Tips



Partner Portal – Launched September 2014

Packages/Experiences/Events are entered in Partner Portal.

- Partner Portal replaced the F&E and Packages/Experiences managers
 - Found at: <http://partners.NovaScotia.com>
 - Log in using your existing email and password from the old system
 - Data entered in the last two years was carried over to the new system
 - No cost to enter packages, experiences or events
 - Review the criteria prior to entering in your information
 - <http://novascotiatourismagency.ca/digital>

Every published package/experience/event is promoted on NovaScotia.com and your packages/experiences are linked to your operator listing.

Package/Experience Tips

#1. Promote your packages year round.

- Packages automatically come off the website on their expiry date.
- Most packages expire in September or October.
- Most operators do not upload new packages until April or May.
- **This leaves 6 months of the year with very little packaged product being promoted.**
- Visitors plan trips year round.
- You can promote your packages on the website year round not just during the start and end dates.
- The longer your packages/experiences are displaying on NovaScotia.com, the more visibility they will receive.

Package/Experience Tips

#2. Build packages/experiences related to visitor interests

- Packages/experiences which relate to popular content (i.e. whale watching, hiking, events, golf, culinary, etc.) receive more promotion.
- Packages/experiences are often selected for promotion on the top content pages:
 - Top 25 Attractions
 - Road Movies
 - Outdoor Adventures
 - Regional Landing Pages

Package/Experience Tips

#3. Northumberland Shore, Eastern Shore and Yarmouth & Acadian Shores regions often have less packages entered than other regions. If you are located in these regions, there is greater opportunity to be selected for promotion as you have less competition.

Region	Packages
Halifax Metro	69
Cape Breton Island	64
Bay of Fundy	63
South Shore	58
Yarmouth & Acadian Shores	18
Eastern Shore	22
Northumberland Shore	16
Total	310

What do you need to do?

- Taking full advantage of your operator listings.
 - Photos (10 photos)
 - Videos
 - Extended descriptions (different from your Travel Guide description)
 - Link to your business website & business social media channels
 - Provide link for ‘Book Now’ button
 - Upload your packages/experiences
- Create packages and experiences, keeping visitors’ interests in mind, and have these on NovaScotia.com year round.
- Provide a great visitor experience on your website to close the sale.

2015



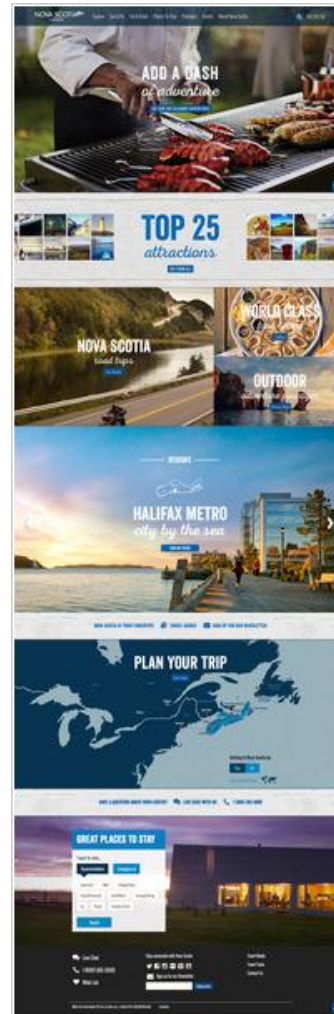
How is 2015 going?

Website Health Check (YTD February):

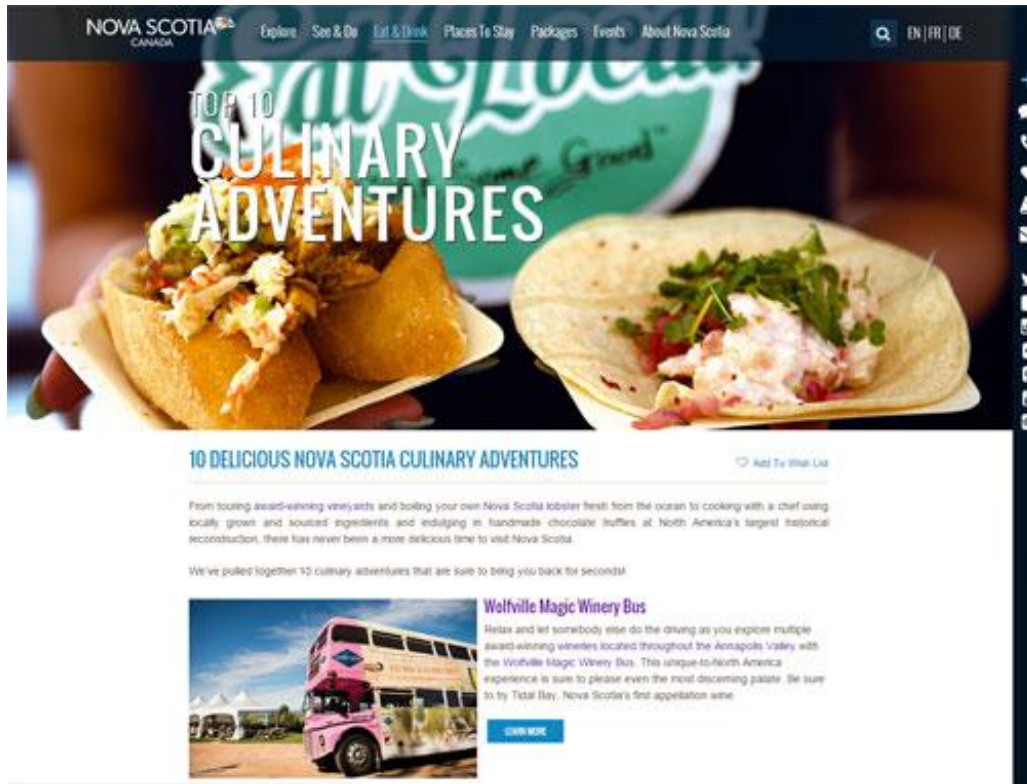
- Total Traffic is down slightly by 4.8%
 - Ontario traffic is up 4.3%
 - Quebec traffic is up 7.8%
 - Decline is attributed to New England, Mid-Atlantic, Europe
- Clicks to operator websites is up 66%
- Pageviews of accommodation listings is up 14% to over 80,000
- Pageviews of non-accommodation listings is up 49% to over 150,000
- Paid Search is up 11.5%

Newly Designed Top Level Navigation

- Homepage (live)
- Explore (live)
- Eat & Drink (live)
- Packages
- Events
- Getting Here
- See & Do
- Places to Stay



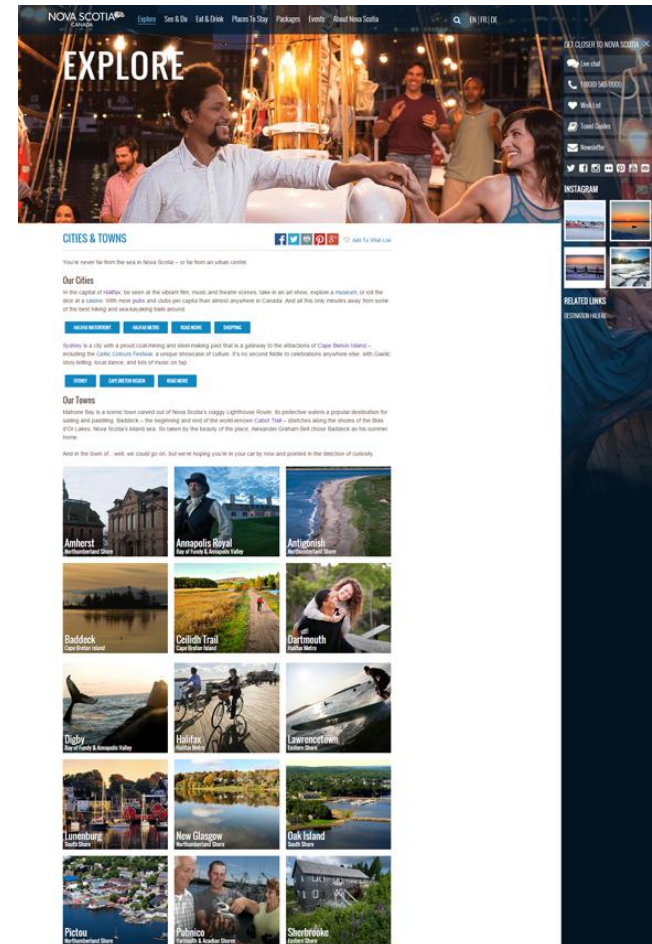
Expanded Culinary Content



- New Eat & Drink page
- New Top 10 Culinary Adventures page
(Contact: Nick Fry, Tourism Development Officer, Nick.Fry@novascotia.ca)
- Culinary Packages/Experiences
- Culinary Events
- Wineries/Vineyard Microbreweries & Distilleries
- Foodie Road Trips
- New Farmers' Markets section

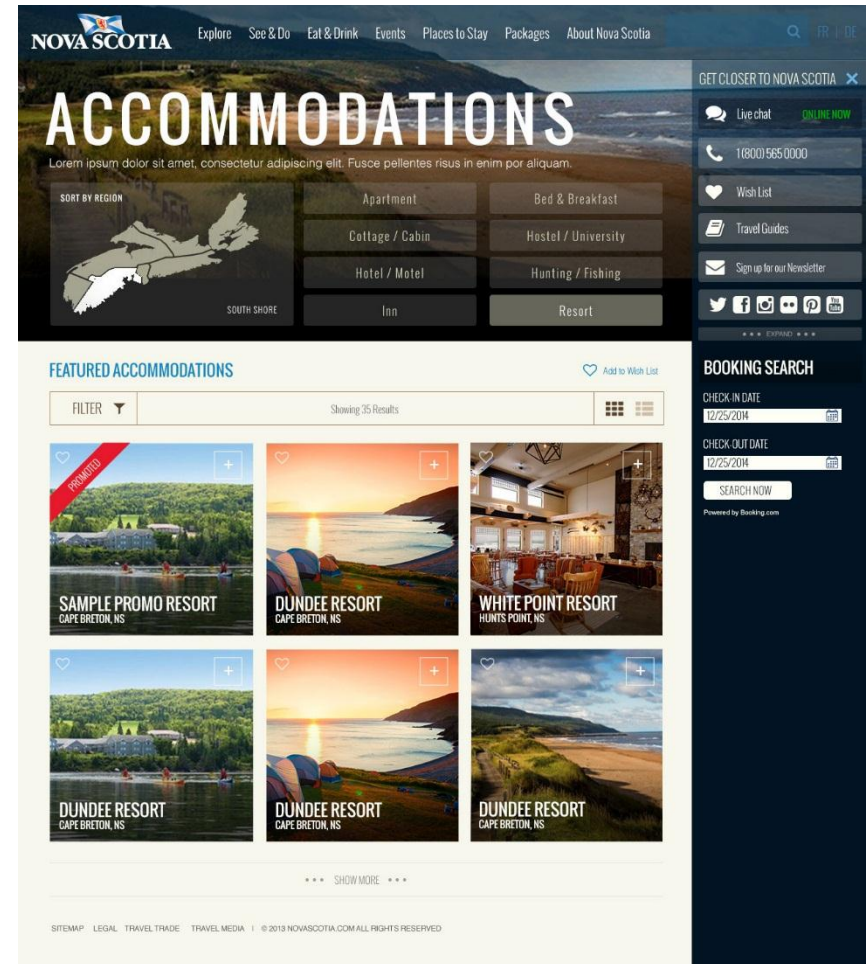
Expanded Regional & Town Content

- New regional lure on the homepage that directs traffic to regional sections.
- All regional pages updated with 2015 travel guide updates.
- Cities & Towns page updated to highlight our unique towns/communities.



New Programs – Launch 2016

- Sponsored Operator Listings
- Listing Ranking Program which will allow NovaScotia.com to showcase best in class listings.



Helpful Links

- Digital Marketing Opportunities:
 - <http://novascotiatourismagency.ca/digital>
- Partner Portal:
 - <http://partners.NovaScotia.com>
- For the latest digital marketing updates:
 - Sign-up for InTouch: <http://novascotiatourismagency.ca>

Thank you!

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