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# WE'RE ALL IN

**TIANS Summit 2016**  
**Michele Saran, CEO, Tourism Nova Scotia**  
**November 21, 2016**

VIDEO: TIANS Kick Off Video

Click - <https://www.youtube.com/watch?v=eP3BiOjZPn0>

## INTRO SLIDE

It's great to be here for my first annual tourism summit. I can relate too many of the comments made by the visitors in the video you just watched. As a Toronto native who lived for many years in Chicago, and most recently in Vancouver, I can tell you that I've fallen in love with Nova Scotia. From the minute I arrived, I felt instantly at home. People went out of their way to make me feel welcome. I know our visitors feel the same warmth, and that makes me happy. I joined Tourism Nova Scotia as CEO just over 7 months ago and it's been a great ride so far. The team at Tourism Nova Scotia is one of the most professional and dedicated groups of people I have ever worked with. Many of them are in the room today and I would like to acknowledge the hard work they do every day for our industry, and for Nova Scotia. Thank you team.

I've had many great experiences and learnings since moving here in April. And I've had lots of fun traveling around the province with members of my team. My first week on the job, I attended the TIANS AGM at Oak Island Resort and from there I began my journey to many wonderful places.



We attended the grand opening of the Authentic Seacoast. This is a great example of what a great product can do for a community. I encourage you all to check it out – the place is gorgeous with an awesome attention to detail.



## CABOT LINKS & CABOT CLIFFS

Cabot has helped put Cape Breton and Nova Scotia on the world stage in the media. Their two courses are ranked amongst the world's best. This is another great example of a tourism product bringing prosperity to a community.



I've had the pleasure of exploring several wineries in the Valley and also Jost up on the North Shore. People may initially look at these products as agriculture assets but wineries drive tourism and tourists fall in love with the products and tell their friends back in their home countries which can create brand awareness and new markets for our products. You look at regions such as Napa, the Okanagan, and Niagara on the Lake – we can be that!



This was a very interesting visit for me as it introduced me to part of Nova Scotia's history that I didn't know much about. I really want to go back there soon so I can delve more deeply into the stories and learn more. It's a really gorgeous facility.



Now this little place was cool – I love that it’s so easy to imagine a vacation on the Northumberland shore... with wonderful assets like Fox Harbour with a million things to do, nearby Tatamagouche, and the Train Station Inn and Jost Vineyards.

I’ve been getting around, but still have much more to see and do. I’ve learned Nova Scotia is a deceptively large province! Exploring the province during the busiest of tourism months has given me a true appreciation for the product, experiences, and the “promise of a great vacation” that we’re “selling” to potential visitors.



We're lucky, on so many fronts, to be Nova Scotia. As the old saying goes, you don't have to be the biggest, you just have to be the best. And I truly believe we have the potential to be the best when it comes to tourism. There aren't many provinces in Canada that can market themselves as a tourism destination from one end of the province to the other. Nova Scotia's accessible seacoast, unique and distinct regions, and the fact you can experience the entire province in the span of a one to two-week vacation makes us a destination. We're a package!



It's not lost on me that our industry has been through a great deal of change. At the provincial level, tourism has had several new beginnings in recent years. In 2012, the provincial organization at the time, Nova Scotia Tourism Agency, led the development of a provincial tourism strategy which identified key actions and initiatives important to the growth of Nova Scotia's tourism industry.

Stakeholders across the province contributed to its development. That strategy is still of great importance to our industry, but roles and priorities have shifted slightly. In 2014, the *Nova Scotia Commission on Building our New Economy* consisting of respected leaders from diverse backgrounds and communities throughout Nova Scotia, published a report called "Now or Never: An Urgent Call to Action for Nova Scotians." The report asks Nova Scotians to come together and focus on one common goal, with each person and sector doing what it can to positively shift the province's economic and social outlook. One of the main messages in the report is that Nova Scotians must stop relying on government to solve our challenges. We must shift our attitudes and come up with new ways of doing things. The report challenged a number of sectors to take action.

Here is the challenge for Nova Scotia's Tourism industry:



# IVANY REPORT

## GOAL #14



As Nova Scotia's leading source of service sector exports, gross business revenues from tourism will reach

**\$4 billion by 2024**



*As Nova Scotia's leading source of service sector exports, gross business revenues from tourism will reach \$4 billion by 2024.* Tourism is currently a 2.5 billion industry (as of the end of 2015) and employs one in 20 Nova Scotians. This revenue goal is bold, but it's something we can all strive for and put our energy behind, for the benefit of all Nova Scotians. It was after the release of the Ivany report, and in response to the need for a business-driven approach to growing tourism revenues, that government created Tourism Nova Scotia. In April 2015, we became a provincial Crown corporation.

# OUR BOARD OF DIRECTORS

- Ben Cowan Dewar, Chair
- Irene d'Entremont, Vice Chair
- Jeff Farwell
- Robert Winters
- Paul Stackhouse
- Donna Sears
- Danny Bartlett
- Ian Thompson
- Glynn Williams
- 1 vacancy



We're led by a private sector board of directors made up of tourism leaders and business professionals from across the province. As a new organization, one of the first things we had to do was develop a strategic plan that would help us deliver on our mandate to grow Nova Scotia's tourism industry and maximize that value of tourism to Nova Scotia's economy. The \$4 billion dollar goal has been at the forefront of our planning. Following are the pillars of Tourism Nova Scotia's strategic plan which we launched just over a year ago at the 2015 TIANS Summit.

# OUR STRATEGY



Invest in markets of highest return.



Attract first-time visitors to Nova Scotia.



Focus on world class experiences.



Build Nova Scotia's Tourism confidence.



The pillars of our strategy are:

## 1) Invest in markets of highest return

We need to target travellers in key geographic markets who are motivated to experience what we have to offer. And we want and need higher-spending visitors.

## 2) Focus on world class experiences

This pillar is about collaborating with private sector businesses, governments, and communities to develop compelling tourism experiences that will make people want to visit Nova Scotia.

## 3) Attract first-time visitors

The reason we're focusing on first-time visitors is because these visitors are most likely to be influenced by our marketing activities. If we can peak their interest and get them to come, chances are they'll be back again.

## 4) Build tourism confidence

Our fourth pillar is building tourism confidence. We are committed to sharing our industry's successes with Nova Scotians and non-Nova Scotians alike. We want to make sure Nova Scotians understand what our prospective visitors are looking for in a vacation experience; we're coaching and guiding our partners to develop the kinds of experiences that will motivate travel and spur new tourism investment in the province.

Confidence can be a catalyst to growth.

## OUR ROLE



Attract **first time** visitors from markets of highest return



Focus on **world class** experiences



Focus on **private** sector initiative that can attract first time visitation



This is our role, but tourism growth and reaching \$4 billion dollars in revenues by 2024 is a group effort. We must all work together, do our best to reduce duplication, and spend our budgets effectively to have impact. As we keep a laser focus on marketing and sector development initiatives that will motivate pleasure travellers to come to Nova Scotia, each and every stakeholder in this province has a critically important role.

# INDUSTRY'S ROLE



Close  
the sale  
pre-trip and  
during trip



Drive repeat  
visitation by  
exceeding  
visitor  
expectations



Invest in  
product



Deliver world  
class  
experiences



Industry's role is to offer the types of experiences and products that visitors want... and to make those cash registers ring. Tourism businesses are uniquely positioned to deliver exceptional service and memorable experiences that will encourage repeat visitation and lead to glowing reviews on Trip Advisor.

# COMMUNITY'S ROLE



Partner with industry  
to deliver destination  
development and  
marketing



Visitor  
servicing



The community's role (which includes regional marketing associations, events, and organizations with tourism interests) is to work with businesses to give people a reason to come to your area and spend money. It's about destination development and marketing that will drive business growth and job creation. Another important role for communities is visitor servicing. Offering amenities like parking and public washrooms is important. Making sure locals know what's going on so they can tell people what they can do, is also key to reaching \$4 billion by 2024.

# GOVERNMENT'S ROLE

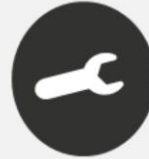


Align policy  
agenda in  
support of goal

Thereby informing...



Community  
economic  
development



Attraction of  
inward  
investment



Infrastructure  
development



Government's role is to align policy agendas to support community economic development, infrastructure improvements, and the attraction of inward investment. The following video highlights some of the work being done by organizations, communities and businesses throughout the province to drive tourism growth.

VIDEO: Industry in Action

Click [https://www.youtube.com/watch?v=V7fOSfE\\_SUI](https://www.youtube.com/watch?v=V7fOSfE_SUI)





I know there are many other stories we could talk about, like the collaboration happening among South Shore tourism operators to attract visitors to their region. Like the leadership shown by Parks Canada in developing innovative experiences that make people want to visit.



Like the work Bay Ferries did over the past year to implement a new ferry service between Portland and Yarmouth, in addition to launching a US-based marketing campaign, in record time.

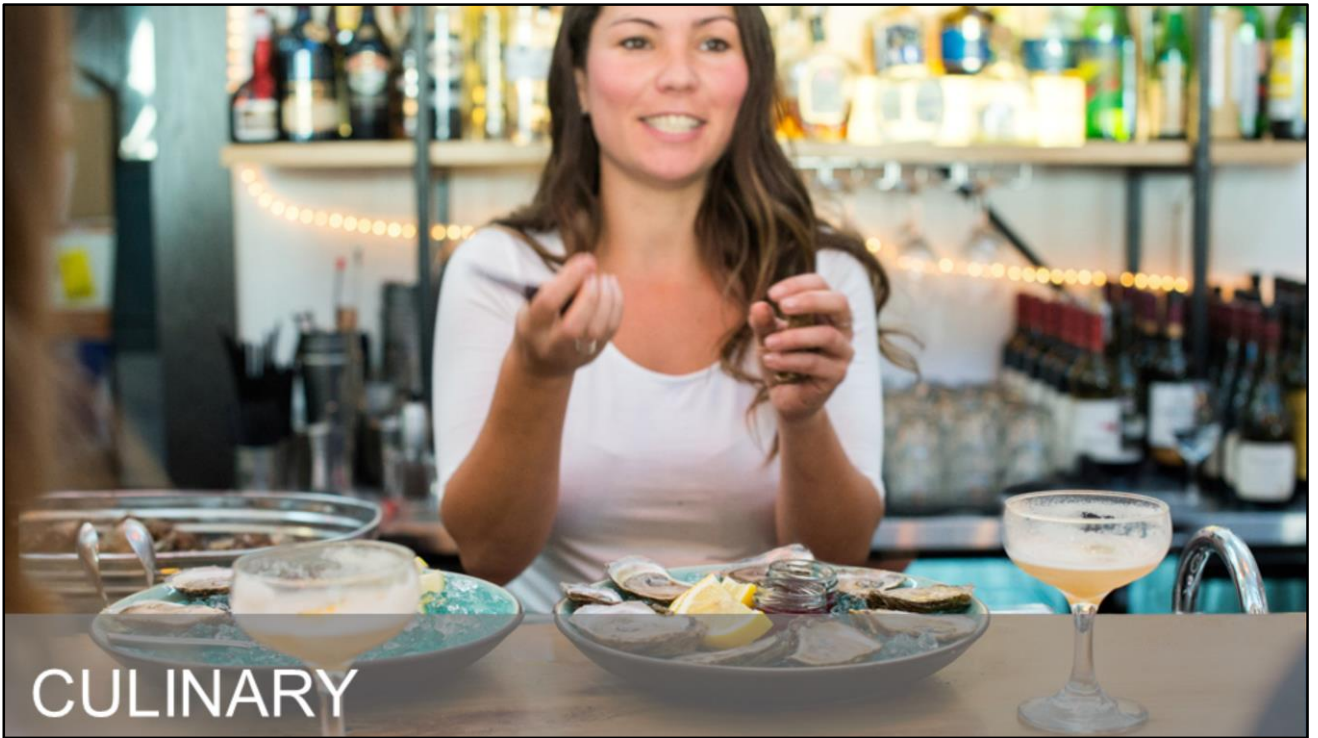
# CRUISE



Like the work of the Ports of Halifax and Sydney, and other active small ports throughout Nova Scotia that are attracting cruise ships and passengers in record numbers. Like other transportation operators including the Halifax International Airport Authority, Marine Atlantic, Northumberland Ferries, and VIA Rail who are providing our visitors with ways to get here.



There are also significant investments being made by the private sector, in product like the Quarterdeck Beachside Villas and Grill on the South Shore, Keltic Lodge in Cape Breton, and Halifax Distilling Company who located on Lower Water Street this summer. We're seeing product improvements being made, and new businesses popping up everywhere.



## CULINARY

We're also seeing substantial progress as it relates to culinary tourism. Taste of Nova Scotia, the Winery Association of Nova Scotia, the Craft Beer Association, Devour Food Film Fest, Cape Breton's Culinary Road Map Initiative, and each business that takes pride in delivering quality service and authentic local products to our customers, is helping to raise our profile as a culinary destination. Because we have such an amazing culinary scene, we are able to have tourism experiences like these.

# CULINARY TRAILS



The Good Cheer Trail was launched last year and is Canada's first winery, craft brewery, cidery and distillery trail. More than 50 businesses are participating in this program which encourages people to purchase something while visiting each participating retailer. The trail has helped elevate Nova Scotia's reputation as a destination for craft beer, wine and spirits. The Seafood Trail – also a first for Canada – was launched just this year and features 80 operators that are offering 200 seafood experiences from Yarmouth to Cape North.

Both trails offer an easy way for visitors and locals to “taste” Nova Scotia from one end to another. They also make it easier for us at Tourism Nova Scotia to generate a buzz in our target markets; with tour operators and travel media. It's inspiring to see all of this activity. And there are so many great things happening out there. Let's all share and talk about it with pride.

# BUSINESS AREAS

## DESTINATION MARKETING

- Consumer
- Business-to-Business

## SECTOR DEVELOPMENT

- Experience Development
- Business Development
- Research

## OPERATIONS

- 6 Provincial Visitor Information Centres
- Contact Centre
- Literature Distribution



Now I'd like to tell you a bit more about the work we do at Tourism Nova Scotia. Our core business areas are: Destination Marketing, Sector Development, and we operate 6 provincial visitor information centres, a contact centre, and a literature distribution centre. As a new organization, with a team that has been through a great deal of change, we made it a priority this year to spend time developing a mission and vision that we can aspire to as employees, and that will guide our daily activities.



## OUR MISSION

*To market Nova Scotia's tourism experience to the world through innovation and collaboration.*

Our mission is to market Nova Scotia's tourism experience to the world through innovation and collaboration.





## **OUR VISION**

*To be recognized globally as the leading destination marketing organization.*

And our vision is to be recognized globally as the leading destination marketing organization.

Tourism Nova Scotia employees were fully engaged in this process and we're committed to bringing these to life.

# TOURISM NOVA SCOTIA

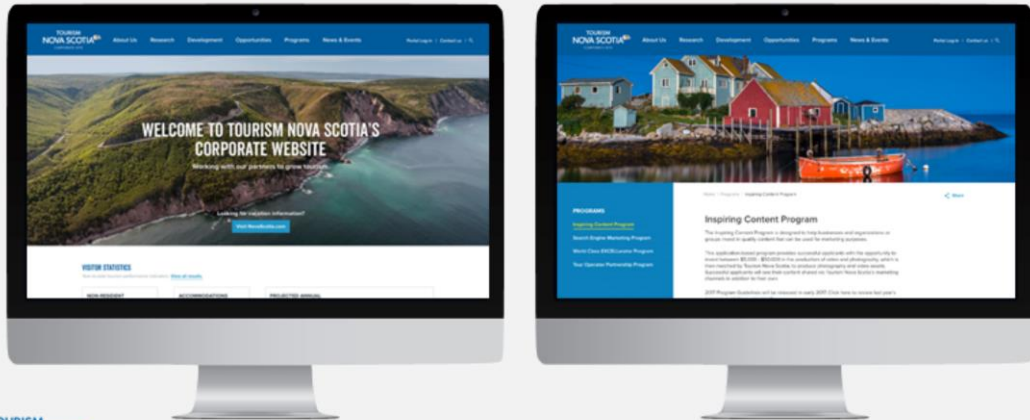


TOURISM  
NOVA SCOTIA

You may have also noticed that our corporate logo looks different. We took time this year to review our corporate identity and we've developed a new look and feel for Tourism Nova Scotia. Our logo is now more aligned with the destination brand which really speaks to who we are and what we do. This approach mirrors what some of the strongest destination marketing organizations in Canada and the world are doing, such as Alberta and Australia. This is our new corporate identity and we will be rolling it out over the next several weeks.

# NEW WEBSITE COMING SOON

TOURISMNS.CA



I'm also pleased to share that we'll be launching a new corporate website within the next 6 weeks. The web site will be a resource for anyone with a desire to understand what we are doing as an organization. Even more importantly, it will be the central location for all program information, tools and services available to you through our organization. If you're wondering what we're up to – please check here.

# FOLLOW TOURISM NOVA SCOTIA

What's happening at Tourism Nova Scotia?



@tourismns



We've also launched corporate social channels so be sure to follow us on Twitter and LinkedIn to keep up with our latest news, program information, and opportunities. And if you're not currently signed up for our InTouch newsletter, you can do that on our website as well.

# STAKEHOLDER SURVEY RESULTS

- Reached out to 1,000 tourism operators, industry associations/orgs. and government partners
- 400 respondents
- 2/3 believe the health of the tourism industry has improved in the past 5 years
- 1/2 are aware of the \$4 billion revenue goal



In late October, Tourism Nova Scotia conducted its first stakeholder survey. We reached out to more than 1,000 tourism operators, industry associations, and government partners to understand current perceptions of the health of the tourism industry opinions regarding the path to reach \$4 billion in tourism revenues by 2024, and an initial assessment of Tourism Nova Scotia after the first year of our mandate. More than 400 stakeholders completed the survey. This is a great response rate, but we'd like to see increased participation next year.

Overall, tourism stakeholders are feeling optimistic regarding the state of the provincial tourism industry, with two-thirds indicating the health of the tourism industry has improved in the past 5 years. One-half of those surveyed are aware of the tourism revenue goal set by the One Nova Scotia Commission, and embraced by the provincial government.

# STAKEHOLDER SURVEY RESULTS

- 7 in 10 stakeholders are aware of Tourism Nova Scotia's mandate
- Lower level of familiarity with our strategy
- Once aware, stakeholders embrace the tourism strategy
- Agreement with strategic focus
- Agreement with key stakeholder roles
- 1/2 of stakeholder respondents are satisfied with our performance to-date



And what about Tourism Nova Scotia? We asked stakeholders about awareness of our mandate and corporate strategy: 7 in 10 are aware of our mandate to maximize tourism growth, and 6 in 10 are aware of our mandate to develop and implement a tourism strategy and our mandate to communicate and collaborate with communities, private industry and the tourism industry. Pretty good for our first year as a crown corporation.

While stakeholders are less likely to be familiar with our strategy, once aware, they agree that the strategic pillars are the right areas of focus for Tourism Nova Scotia. They also agree with the roles identified for industry, community, and government. One-half offer a highly favourable assessment of Tourism Nova Scotia's performance over the past year. Again, pretty good for our first year. We will continue to work with our partners to rally the tourism industry behind the tourism growth goal.



Delivering on the wants, desires, and expectations of visitors and prospective visitors is really what “tourism” is all about. It’s about giving people a compelling reason to visit a destination...and that’s the focus of the work we do at Tourism Nova Scotia.

Tourism Nova Scotia has licensed Destination Canada’s segmentation approach, Explorer Quotient®, which segments the market by travel values. It moves away from more traditional demographic/activities-based segmentation.

# EXPLORER QUOTIENT: TARGETS

IMMEDIATE FOCUS (2)

MID-TERM FOCUS



TOURISM  
NOVA SCOTIA

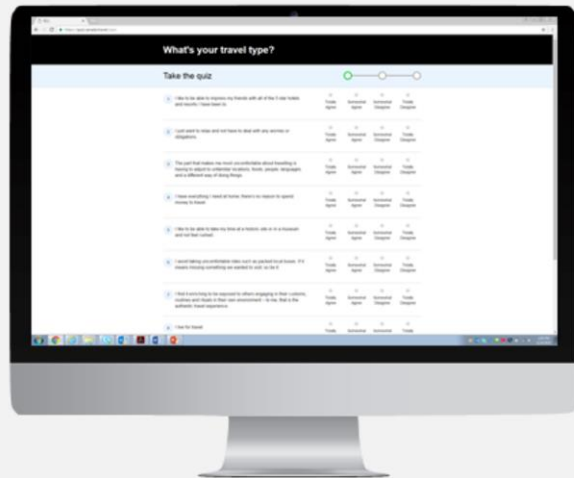
We're focused on three key travel segments. Our immediate focus is on Authentic Experiencers and Cultural Explorers, and our mid-term focus is on Free Spirits. Our World Class Experience EXCELLERATOR program was designed to create more offerings that appeal to the Free Spirit traveler. You can visit our website to learn more about Explorer Quotient and the travellers that we are trying to attract.



# WHAT TYPE OF TRAVELLER ARE YOU?



Destination Canada's Website  
<https://quiz.canada.travel/caen>



You can even complete Destination Canada's EQ Traveller Quiz to find out what kind of traveller type you are.

# PRIMARY MARKETS



**CANADA**  
Ontario  
Quebec



**USA**  
Northeast  
Mid-Atlantic



**INTERNATIONAL**  
United Kingdom  
Germany  
China



In addition to targeting traveler types, we focus our marketing by geography. You'll see here, we market in: Canada, United States, Germany, United Kingdom, and China. Note that we do not market in Atlantic Canada and that is because Atlantic Canadians already know we exist. Many of them have likely been here or have plans to visit.

Our focus is on the first time visitor – those visitors who have yet to discover all that we have to offer. Atlantic Canada is a good market for regional marketing organizations, event organizers and experienced and accommodation operators to focus on, given the proximity.



Everything we do is based on consumer research. We develop our marketing campaigns based on what our visitors tell us and what our target visitors are looking for. In 2016, we changed our partnership model and launched three pilot programs that have generated great results and learnings. We're taking what we've learned to further develop and evolve these programs. The programs were developed based on our understanding of what our target travellers are looking for, and we're pleased to be partnering with industry stakeholders to share our expertise, create value and achieve results.

# SEARCH ENGINE MARKETING PROGRAM 2016

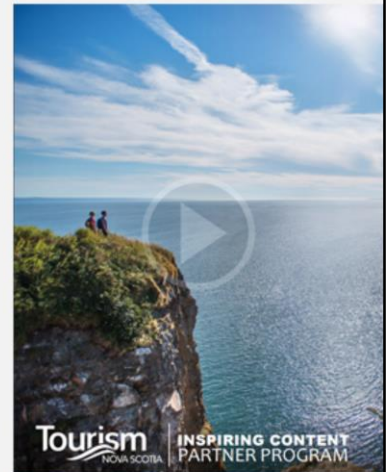
- 24 Partners
- Total matched investment = \$468,000
- 7 million impressions
- 100,000 clicks to operator websites



The Search Engine Marketing program provides eligible partners with an opportunity to buy search terms through the Tourism Nova Scotia Google account. In addition to “white glove” service from Google and search engine marketing training, Google and our media buyers create and manage the campaign, track conversions, and provide monthly reports to partners. Partner investment levels range between \$2,500 and \$50,000; and Tourism Nova Scotia matches the partner’s investment. In 2016, we had 24 partners, resulting in a combined investment of over \$468,000 over 7 million impressions; and over 100,000 clicks /referrals to operators’ websites.

# INSPIRING CONTENT PROGRAM 2016

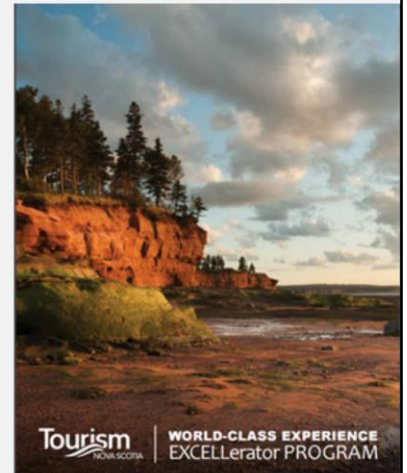
- 19 Partners
- Total matched investment = \$500,000
- 60 shoot days
- 46 finished videos
- More than 200 photos
- 200 hours of b-roll
- Over 25 local suppliers



One of our other new programs in 2016 – The Inspiring Content Program – provided eligible partners with the opportunity to develop marketing assets for their businesses which will also be used for Tourism Nova Scotia’s marketing efforts. In total, we had 19 participants. Our partners invested between \$5,000 and \$50,000 and Tourism Nova Scotia matched it, resulting in over half a million dollars’ worth of video and photography assets, 60 shoot days, 46 finished videos, over 200 high quality images, 200 hours of b-roll, and over 20 local suppliers were contracted (film, producers & photographers) to capture the assets and make it all happen.

# WORLD CLASS EXPERIENCE EXCELLERATOR PROGRAM 2016

- 11 partners
- 11 new experiences for 2017
- Photo & video assets
- Spinoff opportunities for 29 Nova Scotia businesses



We launched the *World Class Experience EXCELLerator Program*, and developed to drive the creation of new, purchasable experiences that will motivate travel to the province – specifically the Free Spirit traveler. To attract more “Free Spirits” to Nova Scotia, we need more purchasable experiences that appeal to this segment – that’s higher adventure, higher gourmet, higher luxury authentic experiences that provide the escape and fun that this segment enjoys. Free Spirits like to talk about what they do. They share with their social groups. They will help us raise Nova Scotia’s profile as a tourism destination.

Tourism Nova Scotia developed a number of experience concepts inspired by discussions with industry stakeholders and based on our knowledge of Free Spirit travel values. The concepts were then tested through a survey with Canadian Free Spirits. The concepts that scored highest were included in the program as experiences that Tourism Nova Scotia would help develop in partnership with the selected participant. We ended up with 11 partners and we have 11 new experiences to take to market in 2017. Here’s a glimpse of some of the experiences.



*New Experience in 2017*

*Offered by White Point Beach Resort*

# **Stellar Stargazing Feast & Hike**



*New Experience in 2017  
Offered by North River Kayaks*

## ***Lighthouse Bites: Beacons of Taste***





*New Experience in 2017*  
*Offered by Domaine de Grand Pre Winery*  
**Pop-Up Vineyard Dinner**  
**Overlooking a World Heritage Site**



*New Experience in 2017  
Offered by Taste Halifax Tours*

## ***Taste of Halifax's Hottest Restaurants***

*New Experience in 2017  
Offered by Go North Tours*

# **Tidal Bay Wine Tasting Adventure**





*The Flying Apron Inn & Cookery*  
***Dining on the Ocean Floor***



*New Experience in 2017  
Offered by Kayak Halifax*

## **Coastal Hiking & Glamping**



Here's a video that sums up the story of our industry partner programs this year:

VIDEO: Industry Partner Programs

Click - <https://www.youtube.com/watch?v=CdDXxvclMto>

# MARKETING



Now I'd like to take a few minutes to reflect on our 2016 marketing activities. Last November, Tourism Nova Scotia announced a new marketing agency partnership with DDB Canada and their local affiliate Trampoline Branding. This time last year, our agency faced an incredible time crunch to learn the product, develop a campaign strategy, and launch the 2016 campaign by March. The results have been outstanding.

# CONSUMER MARKETING: 2016 STRATEGY

## The Marketing Objective

Inspire **first-time visitation** from target EQ segments.

## Barrier to Overcome

Consideration to visit Nova Scotia is high, but travelers **do not know what they can do to fill up their vacation.**

## Marketing Strategy

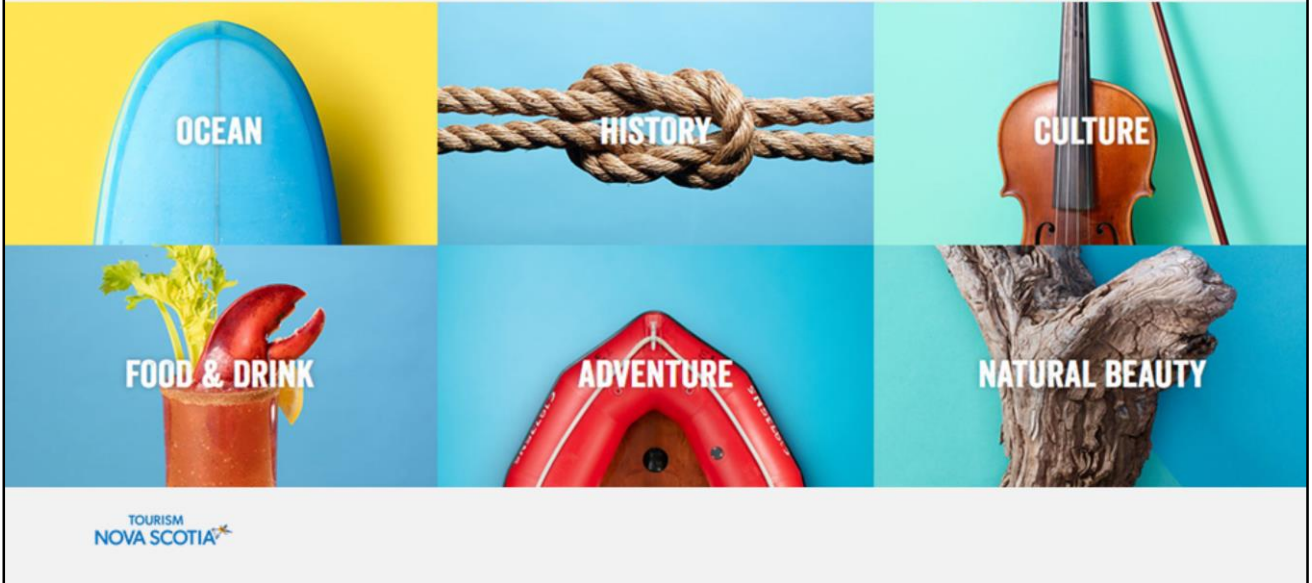
**Embrace the lesser known aspects** of Nova Scotia and get travelers to **challenge their current perceptions** of the province.



The marketing objective behind the 2016 campaign was to inspire first-time visitation from the target EQ segments in the high-yield markets of Ontario, Quebec, and North Eastern United States. The barrier to overcome was that consideration to visit Nova Scotia is high, but travellers don't know what they would do to motivate them to book a trip. The strategy to address this barrier was to embrace the lesser known aspects of Nova Scotia and get travellers to challenge their current perceptions of the province.



# OUR CAMPAIGN: IF YOU ONLY



The campaign we launched is called “If You Only Knew.” It’s not your typical grassy knolls, rolling landscape type of creative. We were bold in an effort to stand out.

# OUR CAMPAIGN: IN SUMMARY

:06 Bumpers



Display



Super boards



Transit OOH

TVC & Digital Video



Cinema

“If You Only Knew” was an integrated campaign consisting of paid television, print and out of home media, as well as content written by travel media and social media Influencers. There was a contest component that allowed us to collect email addresses of entrants and retarget them with advertising based on their interests. We got lots of great intel from that, and the winners have written to us with glowing reviews of their trips.



Following is our television spot:

VIDEO – TV Spot

Click - [https://www.youtube.com/watch?v=xie4Zkw\\_QpY](https://www.youtube.com/watch?v=xie4Zkw_QpY)

There has been plenty of debate among our industry and Nova Scotians over our TV ads. You either like them ...or you don't. There's no question it's a departure from what we've done in the past. But that's intentional. This spot was designed to cut through the clutter, grab the viewers' attention, and engage their senses. It was designed to showcase, in just 30 seconds, all the things you can do on a Nova Scotia vacation. The "If You Only Knew" campaign strategy was simple. Grab the viewer's attention, showcase the lesser known aspects of Nova Scotia and help viewers visualize all the amazing things there are to see and do in the province. And it delivered.



## CAMPAIGN RESULTS

# CAMPAIGN RESULTS



- 190 million impressions (+88%)
- 3.2 million website visits (+17%)
- 346,000 referrals to operators' websites (+40%)
- 11.1 million video views (+61%)

Our *If You Only Knew* YouTube ad, when measured by Google, performed in the top 25% of all brands in North America based on its ability to make people want to visit Nova Scotia. We ran our highest performing digital campaign ever. It delivered 190 million impressions (88% higher than 2015), and 11.1 million video views (61% more than 2015). Our organic search demand hit a 10-year record high and we delivered 40% more referrals to operator websites than last year.

# SOCIAL MEDIA



226,654 fans



3,200 followers



30,600 followers



800 members



43,900 followers



1,785 subscribers



Our social media channels are growing and we continue to work to build our following...

# SOCIAL MEDIA TOP POST



1,234,147 people reached.



Here's one of our best performing organic posts of the year. Posted only a few weeks ago on October 19, this post, which reads "Sometimes you just want to head for the hills, don't ya?" had a reach of one million two hundred and thirty four thousand viewers with almost 120,000 reactions. Good content is a powerful marketing tool.

# MEDIA RELATIONS PROGRAM

- Attended 3 international marketplaces/tradeshows
- 85 hosted media in Nova Scotia
- 47 customized itineraries
- Circulation: 2.2 billion / \$15 million
- Average media value per participant: \$176,000
- Average reach per participant: 2.5 million



Another objective of our marketing plan is to gain unpaid media exposure. We had a very successful media relations program in 2016. Year-to-date total media value is estimated at \$15 million, with a reach of 2.2 billion.



# MEDIA RELATIONS HIGHLIGHTS

- Travel Media Association of Canada (TMAC) conference & marketplace hosted in Cape Breton
- Hosted TV crews from Canada, USA, Ireland, and Australia
- Canada AM's final live remote.

Here are a couple of highlights: Cape Breton hosted the Travel Media Association of Canada in June. We hosted several TV crews from Canada, the US, Ireland, and Australia. And we were fortunate to be the last live remote for Canada AM. Nova Scotia also gained a few bragging rights this year

# BRAGGING RIGHTS

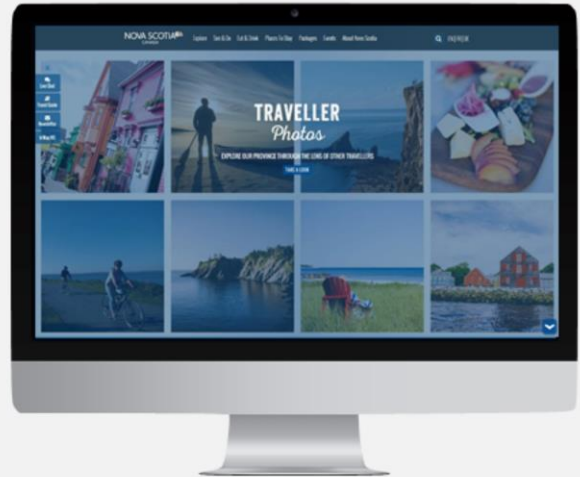




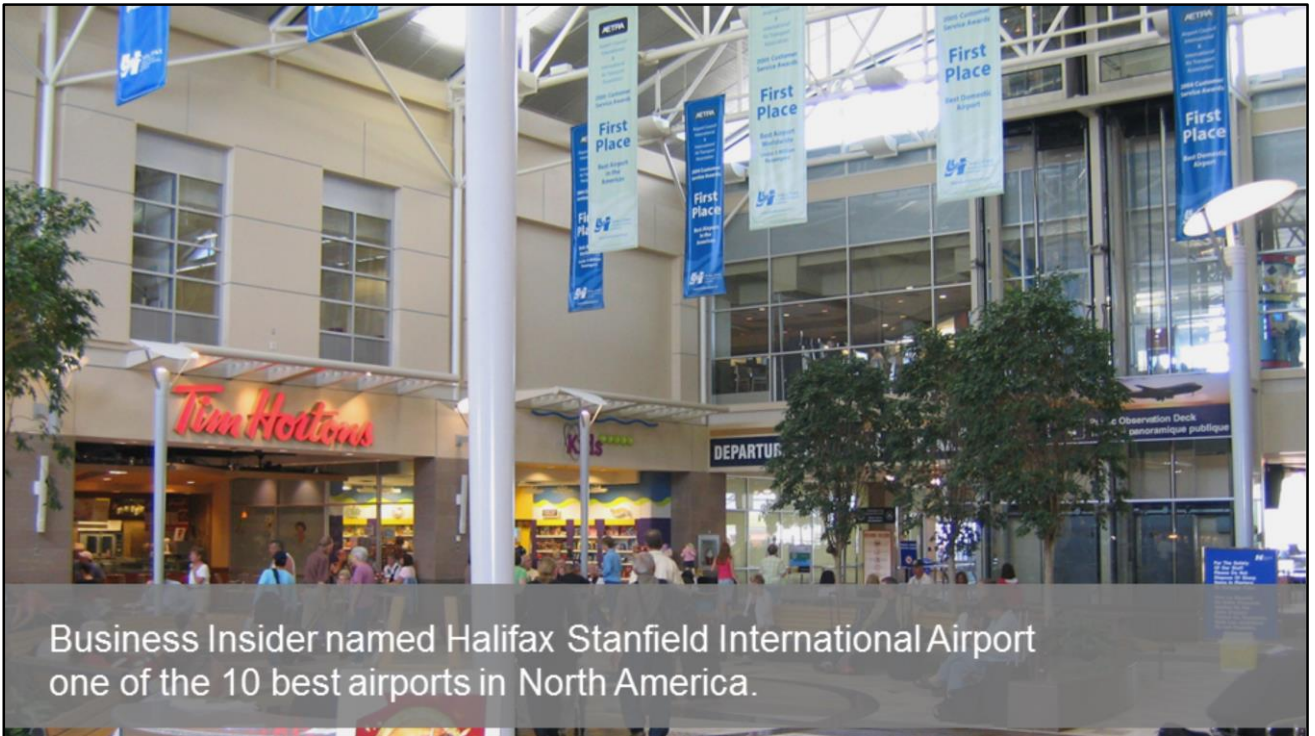
*Drinks Business*, the leading European drinks trade publication, listed Benjamin Bridge's, Brut, as the only Canadian wine in its "best sparkling wines" of the world listing.

# NOVASCOTIA.COM

Named one of the 25 Best  
Tourism Websites in the  
World in 2016 by Skift.com.



NovaScotia.com was ranked one of the top 25 tourism websites in the world in 2016 by Skift.com.



*Business Insider* named Halifax Stanfield International Airport one of the 10 best airports in North America.



*Huffington Post named Halifax as one of the Least Snobby Cities in the world.*

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*Golf Digest ranked Cabot Cliffs and Cabot Links in the World's 100 Greatest Golf Courses.*

*#19 – Cabot Cliffs*

*#93 – Cabot Links*



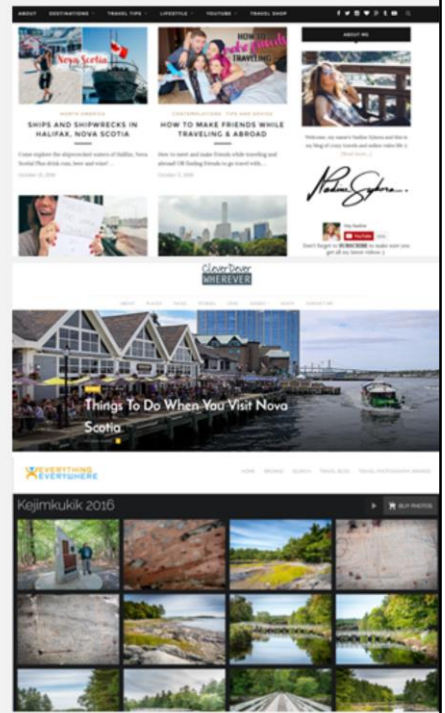
*Golf Digest ranked Cabot Cliffs and Cabot Links in the World's 100 Greatest Golf Courses.*

*#19 – Cabot Cliffs*

*#93 – Cabot Links*

# INFLUENCER PROGRAM

- Invited 16 targeted online influencers with established followings to visit Nova Scotia
- Budget: \$300,000
  - Leveraged \$250,000 from Destination Canada's *Connecting America* Partner Program
- 460 million people have viewed the content produced and printed year to date



In 2016, we implemented a new element to our marketing plan which focused on working with travel influencers. Influencers are individuals with a significant following who have the ability to help us generate interest in Nova Scotia and build our own followings on social media.

In partnership with Destination Canada, we sought out specific influencers with proven track records and invited them to Nova Scotia. Our goal was to have them visit various corners of the province and take in a wide variety of experiences to create strategically aligned content to share with their followers and our own. With a budget of \$300,000, we hosted 16 influencers from our Canadian and US markets, all with customized, individual itineraries.

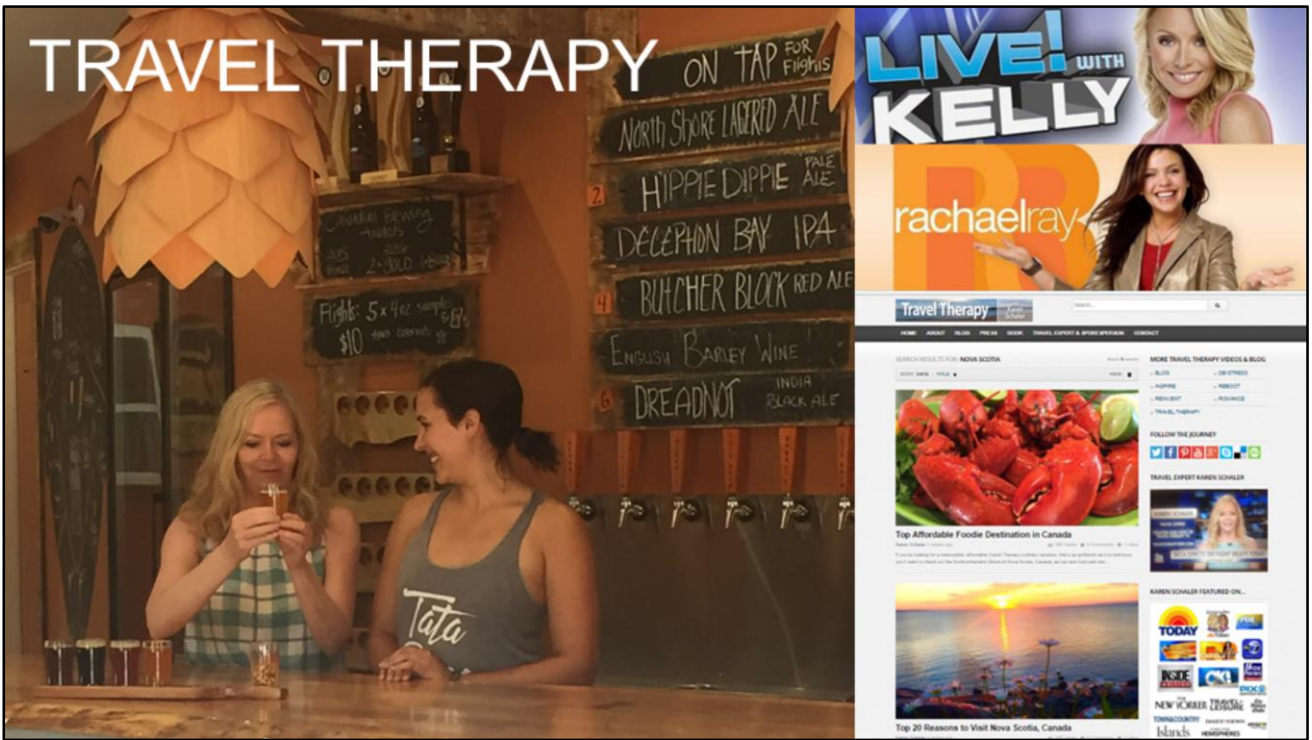
Some content has already been received, posted, shared – and viewed by 460 million people so far – and more content will come over the next few months. This number is in addition to the 2.2 billion people we have reached with our regular media relations program. To say we are thrilled with the results is an understatement. Here are just a few examples of some of the work generated by working with these influencers:



# THE PLANET D



Planet D are a Canadian husband and wife adventure couple who live by the motto “Adventure is for Everyone.” Over the past 8 years, they have made it their mission to inspire people to step out of their comfort zones and prove that you don’t have to be an uber-athlete, adrenaline junkie or part of the ultra-rich to be an adventurer. We first hosted them last year and when one of their photos went viral (this photo of Lunenburg, in fact) -- we knew we had to bring them back. They spent 2 weeks this year exploring Cape Breton and the Eastern Shore and their posts on Facebook alone have already reached over one million people! In addition to their social media posts and blogs, they also provided us with images, b-roll, and videos.



Travel Therapy was created by three-time Emmy award-winning national TV host and correspondent, Karen Schaler, a tireless globetrotter who has traveled to more than 65 countries in search of life-changing travel experiences. With more than a decade of national and international TV reporting, hosting, anchoring, producing, and writing experience, Schaler is now a sought after lifestyle and travel expert. Our team met Karen a few years ago in New York and the influencer program was the perfect opportunity to bring her to Nova Scotia to explore our culinary product along the Northumberland Strait. The result was a 1:30 video that, through Karen’s exclusive contacts, aired on popular US shows such as Good Morning America, Rachel Ray, Live with Kelly, and Celebrity TV.

# TRAVEL TRADE 2016

- 400+ business appointments
- 12 international marketplaces/tradeshows
- 96 travel trade clients on FAMS
- 29 tour operator marketing partnerships
- Entered China market



In addition to direct to consumer marketing in North America, we also do a significant amount of work with the travel trade in North America, and farther afield markets like the United Kingdom, Germany, and China. You can see by this slide our activity in this realm has been significant. Our sales team has been busy. Thank you to the industry partners who have worked with us in hosting these clients on familiarization tours. These tours bring international buyers to your doorstep and we need you to continue hosting these important influencers. It's a marketing investment in your business

# WHY CHINA?

- Market of opportunity for Canada and Nova Scotia
  - Chinese visitors to Canada up 24% over 2015: 428,722 (YTD August)
- We have the experiences Chinese visitors are looking for.
- Success requires leveraging “Canada” brand and working with key tour operators to build destination awareness and sales.



As I just mentioned, we began marketing to China this year. China has been a growing tourism opportunity for Canada for almost ten years, with double digit visitor growth each year. Chinese visitors like what Canada has to offer -- gorgeous landscapes, vibrant cities, and wide open spaces. As the China market grows for Canada, the timing was right to introduce Nova Scotia to these more independent and experienced travelers.

Nova Scotia's short flight times from the major air gateways of Toronto and Montreal, awareness of Halifax, our pristine seacoast, our seafood, and soft adventure experiences like whale watching, position us well to attract more Chinese visitors. China is a complex and large market. Strong marketing partnerships with Destination Canada and tour operators will be key to our success. The value of partnerships cannot be understated when it comes to destination marketing. We're working very hard at Tourism Nova Scotia to leverage programs, co-investing opportunities, established relationships and awareness to help us achieve our objectives.

# PARTNERSHIP



# DESTINATION CANADA



One of our goals this year was to get better aligned with Destination Canada's marketing efforts. We were able to extend our reach to a younger demographic in Canada through participation in the Millennial Program, and gain more exposure in the United States through Destination Canada's Connecting America Program. We will be taking part in both of these programs in 2017 so keep an eye on our website and news channels for participation opportunities.

# PARTNERSHIP



Another important partnership is the work we do as part of the Atlantic Canada Tourism Partnership. Together, the four Atlantic Provinces, and ACOA through Tourism Atlantic, collaborate on consumer advertising, travel trade programs, and media relations activities in the United States and United Kingdom.

# PARTNERSHIP



Tourism Nova Scotia works closely and collaboratively with TIANS. We meet regularly with members of the TIANS team to share our plans, discuss concerns and advance ideas that will help us reach our collective goal of \$4 billion in annual revenues by 2024. We financially support NS Tourism Human Resource Council initiatives; the Nova Scotia Approved: Quality First Program; the Tourism Technology program -- and we're a presenting partner of this conference.

# GOOGLE TREKKER 2016



TOURISM  
NOVA SCOTIA



We got to do some really neat things this year. Because of our partnership with Google, “Trekker Angus” from Peggy’s Cove VIC had the opportunity to travel the province with the Google Trekker, a backpack camera owned by Google that captures 360 degree images of off-road locations. Angus explored the province following itineraries developed by our marketing team. The content will be available on Google Maps next year. I’m sure that was no light task!





It's been a fantastic year. Our best tourism year on record. As of September 30, we welcomed nearly one million nine hundred (1,900,000) non-resident visitors to the province, an increase of 8 percent over last year. We sold two million ninety seven 2,097,000 room nights, and tourism revenues are expected to reach \$2.6 billion, up \$100 million over last year. While we're seeing strong growth, and have tremendous momentum to build on, we also need to be realistic about what it will take to achieve the audacious \$4 billion goal.

# STRATEGIC INITIATIVES

Air Access



Sharing Economy



TOURISM  
NOVA SCOTIA

Accommodations capacity will be an issue for us as we attract more higher-spending visitors with higher expectations for quality accommodations. This is the driving force behind a research project we are doing to examine how best to work within the realities of the sharing economy and with operators, like Airbnb, to increase the number of available accommodations in the province, including 5 star vacation rentals.

We are making good progress on this front and will be sharing our recommended plans in the new year. In addition to ensuring we have enough places for people to stay, we also need to make sure we have the transportation infrastructure for people to get here. Research tells us that air travelers spend more while on vacation. We need strong air linkages to reach our goal. I'm pleased with the partnership we have with the Halifax International Airport Authority and we're committed to working closely with them, our government and other air access stakeholders to build air service between Halifax and priority tourism markets in the United Kingdom, Germany, and United States.

# AIRLINE MARKETING PARTNERSHIPS

- Air Canada - London
- WestJet - Glasgow

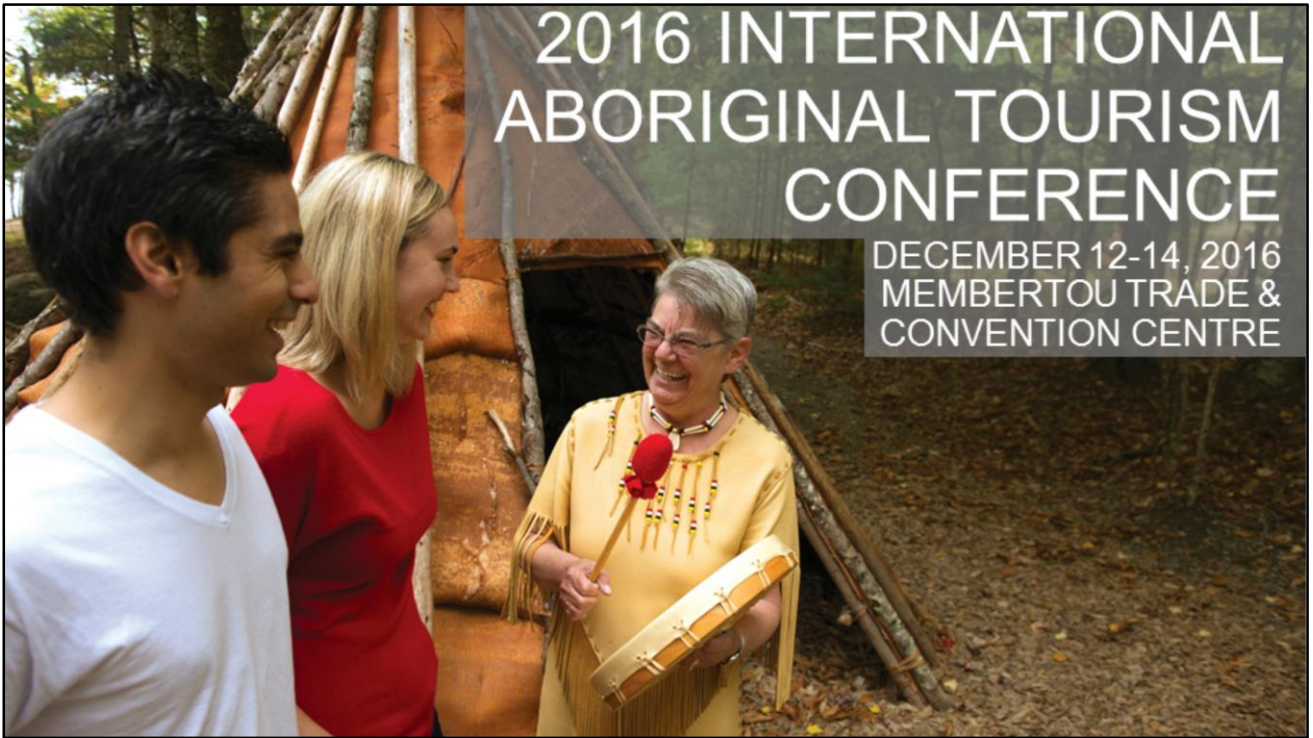
TOURISM  
NOVA SCOTIA



This year, Tourism Nova Scotia supported marketing activity for some of our important air routes. For example, in the UK we implemented digital and out of home advertising in Glasgow and London including a call to action to WestJet and Air Canada. The Glasgow to Halifax campaign resulted in more than 57 million impressions and 158,000 clicks. The London to Halifax campaign had comparable results with more than 57 million impressions and almost 159,000 clicks.



Let's take a quick look at some of the exciting things you can expect in the coming weeks and throughout 2017!



The 5<sup>th</sup> Annual International Aboriginal Tourism Conference is taking place at the Membertou Trade & Convention Centre in Sydney from December 12-14, 2016. More than 300 delegates from roughly 10 countries will gather to discuss ways to develop and grow aboriginal tourism. This is a wonderful opportunity for Membertou, our industry and Nova Scotia.

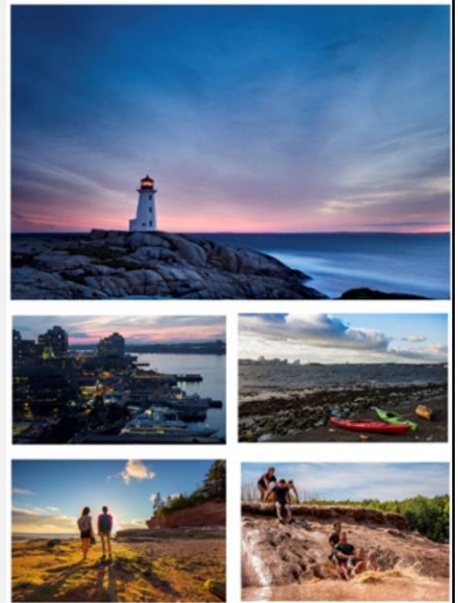
# 2017 CAMPAIGN

Expected // Unexpected:

- There's Nova Scotia, and then there's NOVA SCOTIA. We will showcase the familiar sights of the province, and then we will contrast with the unexpected, bold, little known aspects to create the vacation movie in the minds of our potential visitors.

IF YOU ONLY KNEW >>> NOVA SCOTIA

TOURISM  
NOVA SCOTIA



In 2017, Tourism Nova Scotia's marketing campaign will continue to build on the successes of the 2016 "If You Only Knew" campaign. There's Nova Scotia, and then there's NOVA SCOTIA. We will showcase the familiar sights of the province, and then we will contrast with the unexpected, bold, little known aspects to create the vacation movie in the minds of our potential visitors. We are just wrapping up round two of our creative and our media plan is being fine-tuned. We'll be able to share more very soon.

# 2017 INDUSTRY PARTNERSHIP PROGRAMS

- Tourism Nova Scotia Industry Partnership Programs: [December](#)
- Watch our website: [tourismns.ca](http://tourismns.ca)



We're also in the middle of finalizing industry partnership programs for 2017. We had lots of learnings in 2016 and will be announcing program details in December.

# RENDEZ-VOUS 2017 TALL SHIPS REGATTA CANADA 150



Next year is Canada's 150<sup>th</sup> birthday and every province in the country is getting ready to celebrate. Our visitors will have a chance to enjoy the majesty of tall ships in ports across the province from Shelburne to Sydney next summer. Earlier this year, the Province, through the Department of Communities Culture and Heritage launched the '150 Forward Fund' to help communities and groups create programs and events to celebrate Canada's birthday. I'm sure there will be many unique and authentic experiences developed as a result. And 2017 will be a big year for Parks Canada across the country. Here in Nova Scotia, Fort Anne's 100<sup>th</sup> anniversary, special events, new programs, brand new exhibits, and free entry into national parks will make 2017 a year to remember!





Also in 2017, Tourism Nova Scotia, in partnership with industry, will host Go Media from September 30 to October 4 in Halifax. This signature event will bring together 300 attendees consisting of tourism destinations across Canada and international media. Activities include two days of one-on-one meetings and a day of showcasing the host city. We kicked off this initiative at this year's Go Media in Montreal by hosting a Nova Scotia night to create buzz and excitement for those attending in 2017!



It's been a phenomenal 2016! We have so much to celebrate, and still so much to do. I want you to know that at Tourism Nova Scotia, we're partnering with industry and investing to get to the \$4 billion dollar revenue goal by 2024. We're doing things differently because we need to. We're "all in" as they say, and we're all in this together. And on that note, I would like to leave you with this video. Thanks, and congratulations Nova Scotia on a great tourism year!

VIDEO: Results

Click - <https://www.youtube.com/watch?v=-iCAfKjL7yg>