

TOURISM
NOVA SCOTIA



Adapt to Grow Your Business - Leverage Opportunities Now

2019 Tourism Summit
Presented by Tourism Nova Scotia

TOURISM
NOVA SCOTIA 

WHAT WE DO:

- Research
- Business Coaching
- Experience Development
- Market Development
- Consumer Marketing
- Visitor Servicing



4 PILLARS OF OUR STRATEGY



**Attract first-time
visitors to Nova Scotia**



**Invest in markets of
highest return**



**Focus on world-class
experiences**



**Build Nova Scotia's
tourism confidence**

WHO IS HERE TODAY

- Anna Moran, Director of Research, Policy
- Nick Fry, A/Manager, Business Development
- Heather Yule, Manager, Experience Development
- Peter Johnson, Manager, Market Development
- Tanya Johnson, Manger, Consumer Marketing
- Kelli MacDonald, Director, Communications



RESEARCH = OPPORTUNITY

ANNA MORAN

WHAT WE DO:

- Visitor Exit Survey
- Stakeholder Survey
- Explorer Quotient® travel value segmentation
- Experient concept testing
- Advertising assessment
- Global Tourism Watch
- Accommodations Needs Assessment
- “Deep dive” research
- Online Advisory Panel



WHY ADAPT?

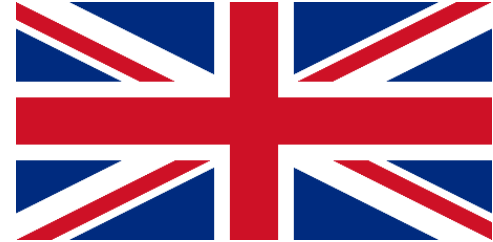
1. Travel trade
2. Quality
3. Being where the traveller is looking
4. Aligning with traveller wants and needs



WHY BE TRAVEL TRADE READY?



64% of German travellers to
Canada consulted a travel agent



62% of UK travellers to Canada
consulted a travel agent

WHY INVEST IN QUALITY?



WHY BE VISIBLE AND BOOKABLE ONLINE?



WHY ALIGN WITH TRAVELLER WANTS AND NEEDS?

Cultural Explorers

Authentic Experiencers

Rejuvenators

Free Spirits

No Hassle Travellers

Cultural History Buffs

Personal History Explorers

Gentle Explorers

WHY ALIGN WITH TRAVELLER WANTS AND NEEDS?

Cultural Explorers

Authentic Experiencers

Free Spirits

BUSINESS DEVELOPMENT – NICK FRY



BUSINESS DEVELOPMENT OPPORTUNITIES

Business
Readiness

Export
Readiness

Investment
Readiness

BUSINESS READINESS

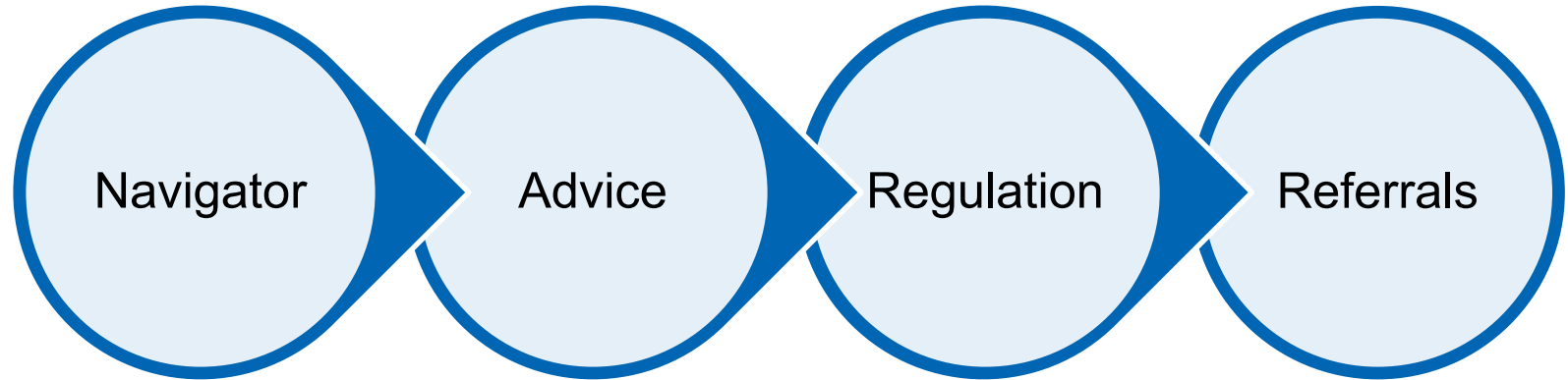


BUSINESS READINESS

Increase market
readiness and
quality through
coaching, training
and innovation



BUSINESS ADVISORY SERVICES



BUSINESS DEVELOPMENT TOOLS

GUIDES:

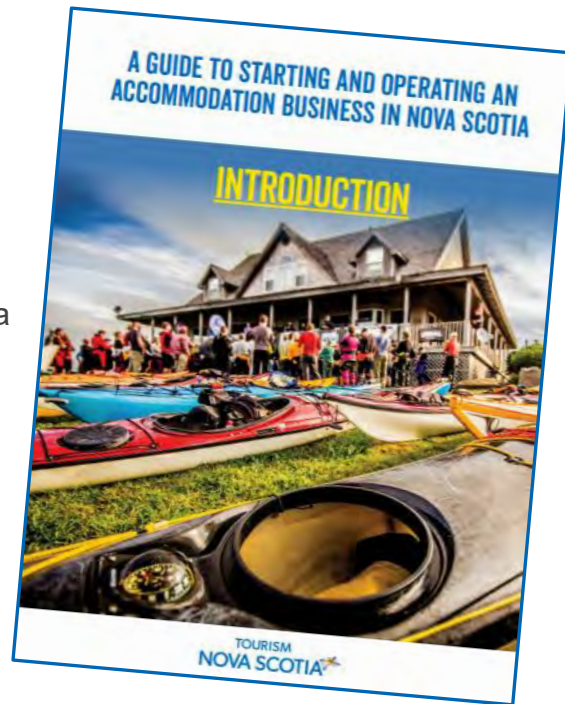
- A Guide to Planning and Hosting Festivals and Events in Nova Scotia
- A Guide to Community Tourism Planning in Nova Scotia
- A Guide to Marketing Your Nova Scotia Tourism Business
- A Guide to Starting and Running a Restaurant in Nova Scotia
- A Guide to Starting and Operating an Accommodation Business in Nova Scotia

TOOLKITS:

- The Experience Toolkit
- A Toolkit on Working with the Travel Trade

WEBINAR:

- How to Use Facebook More Effectively
- Intro to working with travel trade



TOOLS AVAILABLE ONLINE



TOURISMNS.CA/BUSINESSRESOURCES



ACCOMMODATIONS



FOCUS ON ACCOMMODATIONS

- Accommodation Needs Assessment highlights opportunities and constraints
- Workshop to enhance quality and address gaps in development
- Need an additional 5,000 accommodation units to help achieve industry \$4B goal



1. STRONG BRAND AND HIGH QUALITY

WATER SPRITE BED & BREAKFAST

Lunenburg



"You have to love what you do and have a strong marketing presence to make it in this business."

- Barry Pike and Brad Lowes, Owners

5.0 Excellent  119 reviews

	Location
	Cleanliness
	Service
	Value

 Certificate of Excellence

2. ATTENTION TO DETAIL AND MARKETING

BEARDMANS ART HOUSE BY THE SEA

Judique



"Invest in professional photos and a great website. It's a little more expensive, but in the end, it pays off."

- Marcus and Stefanie Butschek, Owners

BEARDMANS
ART HOUSE BY THE SEA

3. BUILDING ON CONSUMER TRENDS

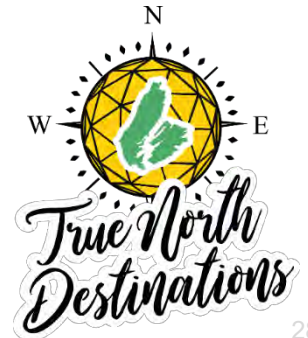
TRUE NORTH DESTINATIONS

Pleasant Bay



“You get your accommodations, the marine life, whale watching, seafood and the chance to learn meditation all with one package. It’s about the experience”

- Tanya Hinkley, Owner





LA BOATIQUE

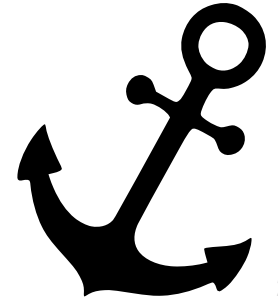
Yarmouth



First boat accommodation in NS.

Located seaside at a marina with a view of the harbour and private jetty.

Visitors are looking for unique one of a kind accommodations.



4. IDENTIFY TARGET MARKET



VICAR'S VIEW

Baddeck



*“Do your homework and
don’t stop learning.”*

- Norm and Mary Campbell,
Owners, Vicar’s View



ACCOMMODATION PROFILES



ACCOMMODATION PROFILES



ACCOMMODATION PROFILES





EXPORT READINESS



EXPORT READINESS

- Enhance tourism industry's ability to be export ready in order to service the international visitor by doing business with travel trade and with emerging markets
- China Readiness workshops and resources
- Travel trade workshops (toolkit available online)
- [Introductory webinar on working with travel trade](#)





INVESTMENT READINESS



INVESTMENT READINESS

- Be ready with tourism opportunities in Nova Scotia for investment attraction partners such as NSBI to provide interested investors
- Provide Tourism related information to our partners when responding to leads
- How to link high level investment with opportunities in Nova Scotia



BUSINESS DEVELOPMENT TEAM



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EXPERIENCE DEVELOPMENT – HEATHER YULE



EXPERIENCES GROW BUSINESS

NEW IS NECESSARY

Status quo will not get us to \$4B.

Collaborate to create:

- New experiences
- New ways to experience our icons
- New media buzz
- New markets and visitors amplifying NS





FOCUS ON EXPERIENCES



WHAT ARE EXPERIENCES?

Experiences are unique, hands-on activities where a visitor learns something by doing something with someone who lives here.

- Authentically connect visitors to Nova Scotia places and people, such as chefs, fishers, farmers, artisans, guides, musicians, and storytellers to differentiate.
- Offer added-value to activities that visitors will pay a premium for, increasing tourism revenues.
- Create and curate mix of activities and services for a single price.



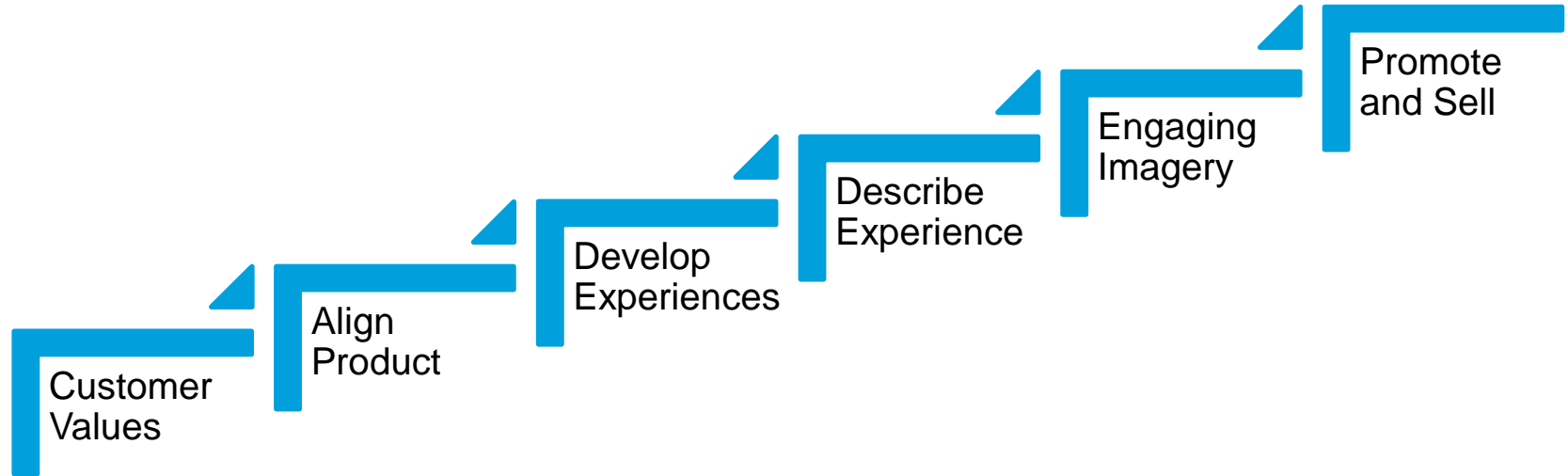
ELEVATE PRODUCT TO AN EXPERIENCE







CREATE A GREAT TRAVEL EXPERIENCE



WHY CREATE EXPERIENCES?

1. ATTRACT NEW CUSTOMERS

LAHAVE ISLANDS GLAMPING ADVENTURE



2. INCREASE SPEND PER VISITOR

HALIFAX FOODIE ADVENTURE



3. DIFFERENTIATE

HELI-PICNIC ISLAND ESCAPE



4. CREATE CHAMPIONS

DINING ON THE OCEAN FLOOR



5. DRIVE VISITATION WHEN YOU WANT IT

GREAT CANADIAN LOBSTER FISHING FEAST





HOW TO CREATE EXPERIENCES?



EXCELLerator PROGRAM

2020 EXCELLerator PARTNERS WANTED

- Icons, most competitive differentiators
- Create new purchasable visitor experiences
- Motivate travel by first time, higher yield visitors
- Increase NS profile, create buzz and media coverage
- 25 experience concepts, apply by Feb. 3/20



EXCELLerator CREATES A BUZZ



TOURISM
NOVA SCOTIA 



The Daily Telegraph

TORONTO STAR

THE
NEW YORKER **TRAVEL+
LEISURE**

**The
Boston
Globe**

FOOD & WINE

WESTJET MAGAZINE

NOVA SCOTIA EXPERIENCE TOOLKIT

TOURISMNS.CA/EXPERIENCETOOLKIT

Add your experience ingredients:

- your business goals and differentiators
- types of travellers and motivators
- experience development planning tools
- industry best practices
- marketing and sales insights



EXPERIENCE VIDEOS AND TIP SHEETS

TIP SHEET #5: AUTHENTIC EXPERIENCES

Authentic Experiences travel for learning and personal development. They are curious, independent, and understated travelers. They actively seek the most authentic cultural experience, often "living like locals" and will become deeply immersed in a destination - even learning the local language. Authentic Experiences at their own risk of a destination and prefer to travel off the beaten path.

AUTHENTIC EXPERIENCES WANT:

- Authentic cultural experiences
- To live like the locals
- To discover themselves in the destination they visited
- To know off the beaten path, at their own pace
- To learn more about themselves and the world

Many Authentic Experiences are retired, able to do the things they want to. They enjoy surprises, they are curious, and want to learn more about themselves and the world. They feel it is important to be responsible, understanding citizens and can connect with the health of the planet and what that means to future generations.



TIP SHEET #8: CREATING AN EXPERIENCE

Travelers today have more choices than ever before. We're motivating travelers to choose Nova Scotia over competing destinations around the world by offering experiences they can only get here - connecting to our culture, food, people, and coast.

As we discussed earlier in this Toolkit, a purchasable experience is creating or curating a unique mix of activities and services including opportunities for visitors to do something special with a local guide or expert, all packaged at one price point. Experiences go beyond simply including multiple elements, but are well-themed, hands-on activities that engage as many of the five senses as possible and visitors learn something by doing something with someone who loves here.



Experience <ul style="list-style-type: none"> • What is your experience? • What are the main activities? • What makes this an authentic experience? 	Business Goals <ul style="list-style-type: none"> • What results do you want from your experience? • Is a new visitor segment, an extended season, higher yield per guest? 	Unique Selling Proposition <ul style="list-style-type: none"> • USP differentiates your experience: • What aspects will lift you above the competition? • Your WOW factor 	Five Senses (Sight, Sound, Taste, Touch, Hear) <ul style="list-style-type: none"> • Which senses are you engaging through your experience? 	Outstanding Questions <ul style="list-style-type: none"> • Land use permissions • Permits • Insurance
	EQ Segment or Best Customer <ul style="list-style-type: none"> • Who is your target EQ Segment? • What motivates your best customer to travel? 		Partners <ul style="list-style-type: none"> • Who (people/other businesses) will help deliver the experience and make it sustainable by design? • Is Transportation, local experts, food 	
Cost: Fixed & Variable <ul style="list-style-type: none"> • What are the most significant costs of delivering your experience? 	Path to Purchase <ul style="list-style-type: none"> • How will visitors find out about your experience? • How will visitors book/purchase your experience? 	Revenue / Price <ul style="list-style-type: none"> • What will you charge? 		

TIP SHEET #2: NEW EXPERIENCES NEEDED TO GROW TOURISM

Travelers are looking for authentic, unique, and coastal experiences in Nova Scotia. And delivering authentic Nova Scotia experiences is good for business.

Tourism is Nova Scotia's leading export industry. As a destination, our goal is to reach \$4 billion in tourism revenue by 2024. Your business and the types of visitor experiences you offer are critical to reaching those goals. As we work together to attract our targeted visitors, you're best positioned as part of the tourism industry to develop and deliver world-class experiences to visitors.



TIP SHEET #4: IDENTIFY YOUR BEST VISITORS

Identifying your most potential visitors, the ones who seek what you're selling, makes good business sense! In this section of the Experience Toolkit, we'll introduce valuable insights on travelers that look beyond traditional demographics. Insights will connect you to the values and motivators of travelers to help you make informed decisions when creating and marketing experiences.

As you learn more about traveler types, think about what kind of visitors your business currently attracts and who is a natural fit for what you offer. By focusing on your best visitor, you'll gain insight on ways to enhance the appeal of existing offerings and serve-up new experiences to appeal more strongly to other traveler types. Ready to learn more?

MENTATION?

Using analysis technique that groups customers based on common criteria such as my interests, social values, beliefs, and travel behaviors. Market segmentation helps organizations identify and understand travelers most likely to seek their product or service. The segment that is the best fit for your new experience offering, they become your target market.

User profiles based on age, sex, income level, employment, geography, home, and more.

Info why consumers make decisions based on, social values, lifestyles, and views





An experience doesn't need to be complex, but it does need to be well planned and promoted!



MARKET DEVELOPMENT – PETER JOHNSON

MARKET DEVELOPMENT

- Travel Trade
 - Engages international outbound tour operators
 - Product development
 - Training
 - Partnership marketing
- Travel Media
 - Motivates travel
 - Qualified travel media and influencers
 - Editorial content



WHY BE AN EXPORT READY TOURISM BUSINESS



WHY BE AN EXPORT TOURISM BUSINESS?

- International visitors stay longer, spend more
- Expand your distribution network
- Build repeat business
- More predictable cash flow
- Product and service expansion
- Expand your season
- Risk mitigation

CHARACTERISTICS OF **CHINA** VISITORS TO CANADA

HOW THEY BOOK

Highly dependent on tour operators and travel agents to inform their travel decisions

95% **78%**

used these services for either research or booking

of leisure trips booked as part of an organized group travel package.

WHY WORK WITH MEDIA?



WHY WORK WITH MEDIA?

- Low cost marketing investment = high ROI
- Immediate and long-term impacts
- Circulation: 500M / \$20M
- Promote your products and services to sell the destination
- Core component of our marketing strategy
- Readers 'trust' a story told through a third party
- Generates awareness, credibility, goodwill



WORK WITH OUR TEAM



WORK WITH OUR TEAM

- Building relationships
 - Prospect new business
 - Prepare for meetings
 - Market insights
- Host travel trade and media
 - Showcase your business
 - Build relationships



WORK WITH OUR TEAM

- Trade shows and marketplaces
 - Atlantic Canada Showcase, Rendezvous Canada and Go Media
- Proactive client communications
 - Travel Trade Newsletters
 - Press releases
 - Sales and media calls
- Mentoring and training



ABOUT NOVA SCOTIA

CRUISE

MEETINGS

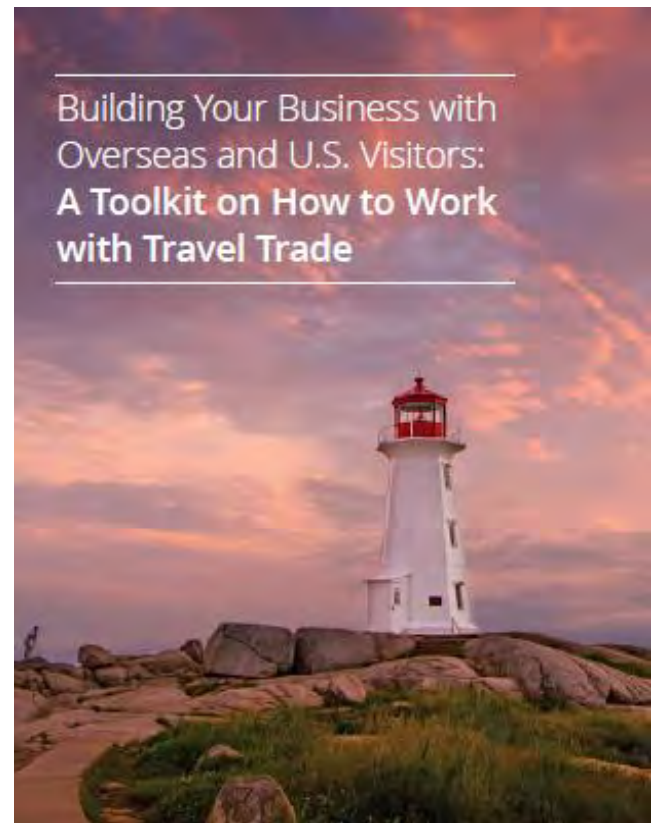
TOOLS AND RESOURCES

TRAVEL TRADE TOOLS

TRAVEL TRADE RESOURCES

TOOLS AND RESOURCES

- Travel Trade Toolkit
- Workshops
- Webinars
- Mentoring
- China Ready Training
- <https://tourismns.ca/marketing/travel-trade-travel-media>



CONSUMER MARKETING – TANYA JOHNSON



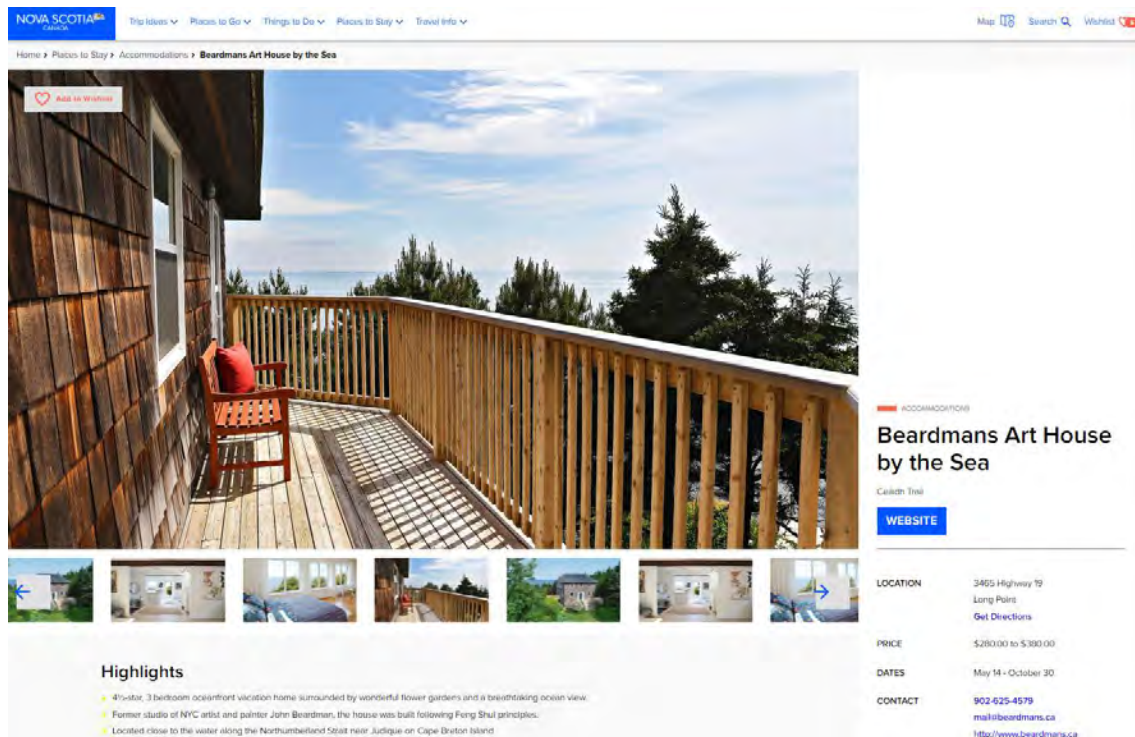
CONSUMER MARKETING

- Consumer marketing team at Tourism Nova Scotia works on all consumer marketing activities in core markets. This includes advertising campaigns, partnerships, travel guide, website, content creation, programs, etc.
- Today we will focus on:
 - NovaScotia.com
 - Social Media
 - Digital Content Marketing Program

Welcome to Nova Scotia

[Start Planning](#) >

MAKE THE MOST OUT OF YOUR LISTING



1. Photos/Video
(1920pxX 1080px)
2. Descriptions
3. Social media/
website/booking
4. Mapping
5. Linking your
content together



Stories



Connect with Indigenous Culture in Nova Scotia

Pjila'si (welcome)!

For more than 13,000 years the Mi'kmaq have called this beautiful land home, enriching Nova Scotia with legends, art, music, spirituality, history, and I...

[Read More](#)



7 THINGS YOU PROBABLY DIDN'T ...



12 MUST-DO EXPERIENCES FOR T...



HOW WOULD YOU LIKE YOUR LOB...



Itineraries

From a quick weekend getaway to an extended visit, with so much to see and do in Nova Scotia, consider these suggestions to get your trip planning started. Or, mix and match these ideas to create your own customized Nova Scotia adventure!

5 Day Itineraries



Halifax Hub & Spoke



Explore Cape Breton Island



Coastal Adventures



SOCIAL MEDIA

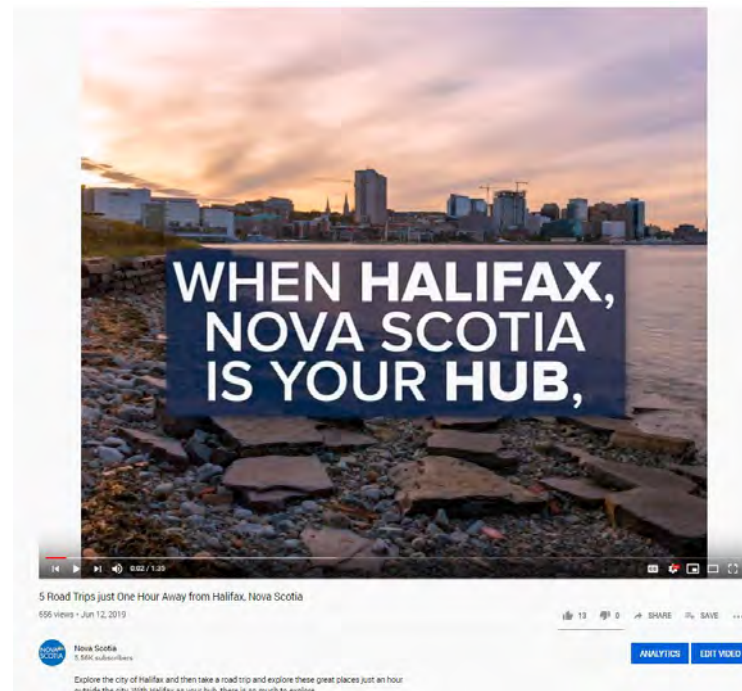
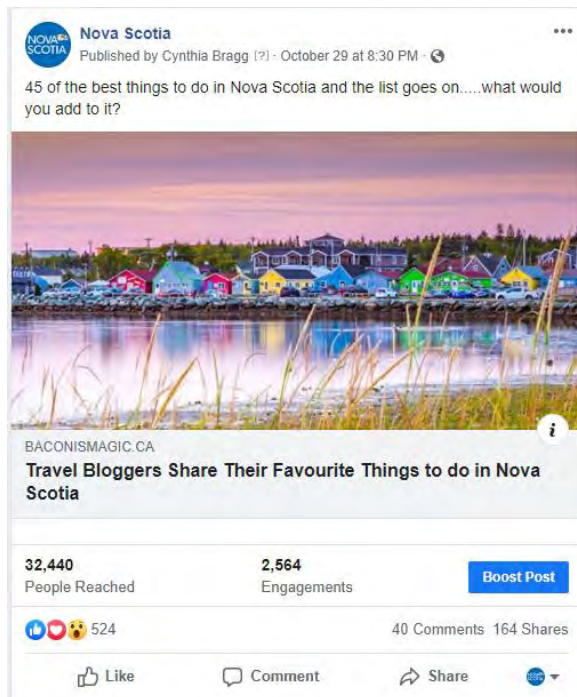
FIND US ON SOCIAL: @visitnovascotia



TOURISM
NOVA SCOTIA 



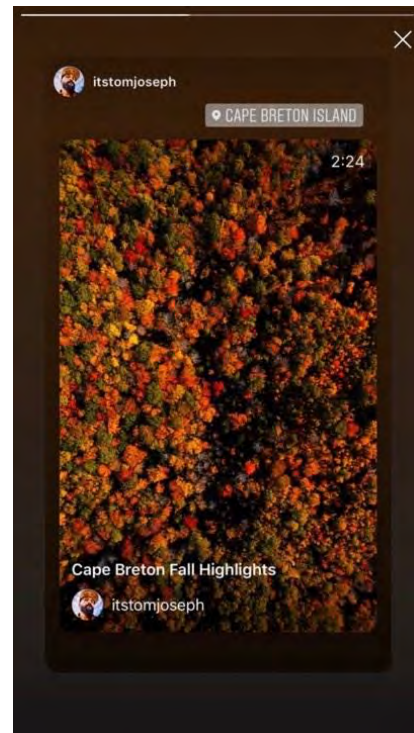
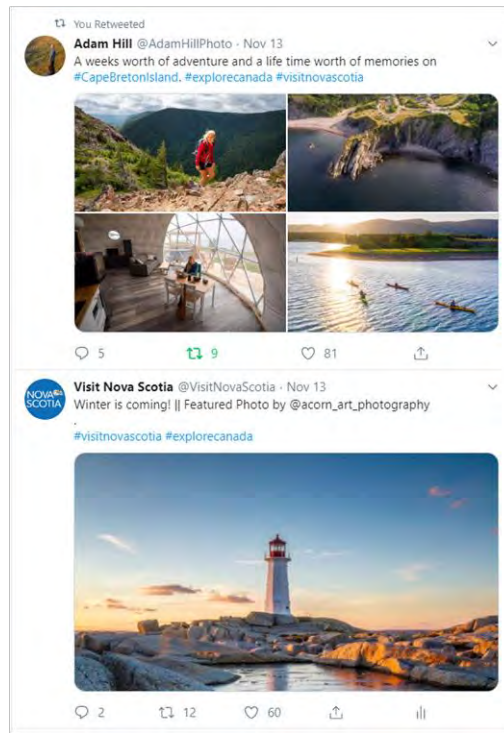
FIND US ON SOCIAL: NOVA SCOTIA



HOW CAN YOU BE FEATURED?

For a chance to be featured:

- Hashtag #visitnovascotia
- Tag us in your instastories
- Tweet at us
- Tag all images with locations & activities

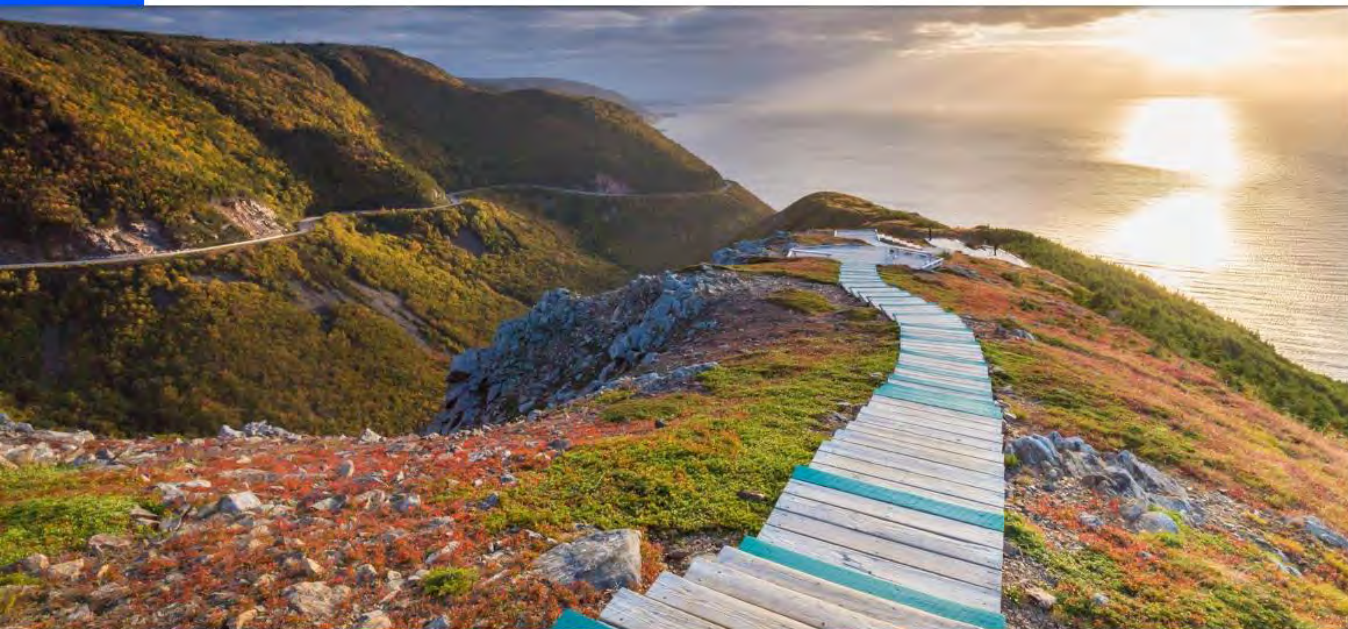


Lunenburg

Old Town Lunenburg is one of only two urban communities in North America designated as a UNESCO World Heritage site. Seventy percent of the original colonial buildings from the 18th and 19th centuries continue to greet visitors with their colourful façades.

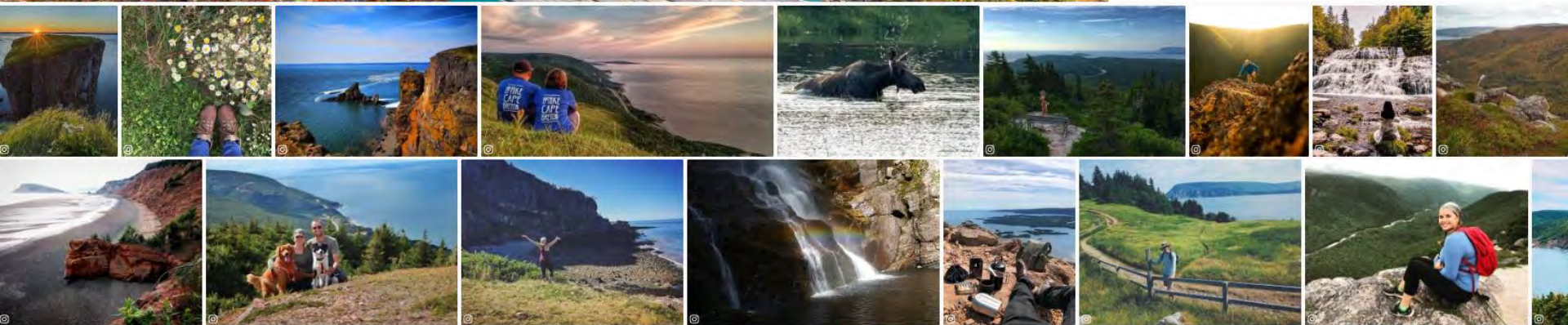
Wander Old Town Lunenburg's distinctive waterfront with its colourful buildings and listen for salty tales of seafaring and rum-running and discover a charming town filled with amazing restaurants, distilleries, breweries, artisans and unique shops. You can even book a walking tour with **Lunenburg Walking Tours** where your guide will wow you with the equally colourful history of the town.





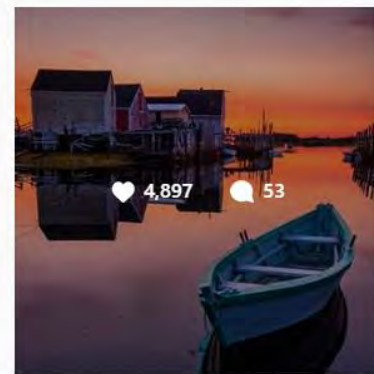
Hiking in Nova Scotia

Incredible hiking awaits you in Nova Scotia. Hike on trails meandering through old growth forests, high mountaintops, or amble past rolling orchards and pastoral fields, and seaside trails that offer expansive views. There are trails that suit any level of experience, including accessible paths, so it's easy to take a walk on the wild side in Nova Scotia.



WHAT TYPE OF CONTENT DO WE LOOK FOR?

- Relevant and helpful information about what to see, eat, experience in Nova Scotia
- Engaging and shareworthy
- High quality (not blurry or out of focus)

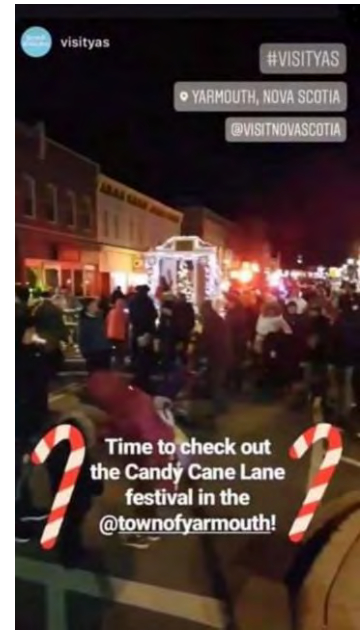


IMAGES THAT WORK BEST

- Bright colours
- Unique angles
- Interesting composition
- Authentic to Nova Scotia
- Tell a story
- Clear in focus
- Relevant to travellers



SOCIAL MEDIA SUCCESS STORIES: VISITYAS



@visityas mentioned @visitnovascotia in the story about their tree lighting festivities. We pulled it into our stories to achieve nearly 7,500 views.

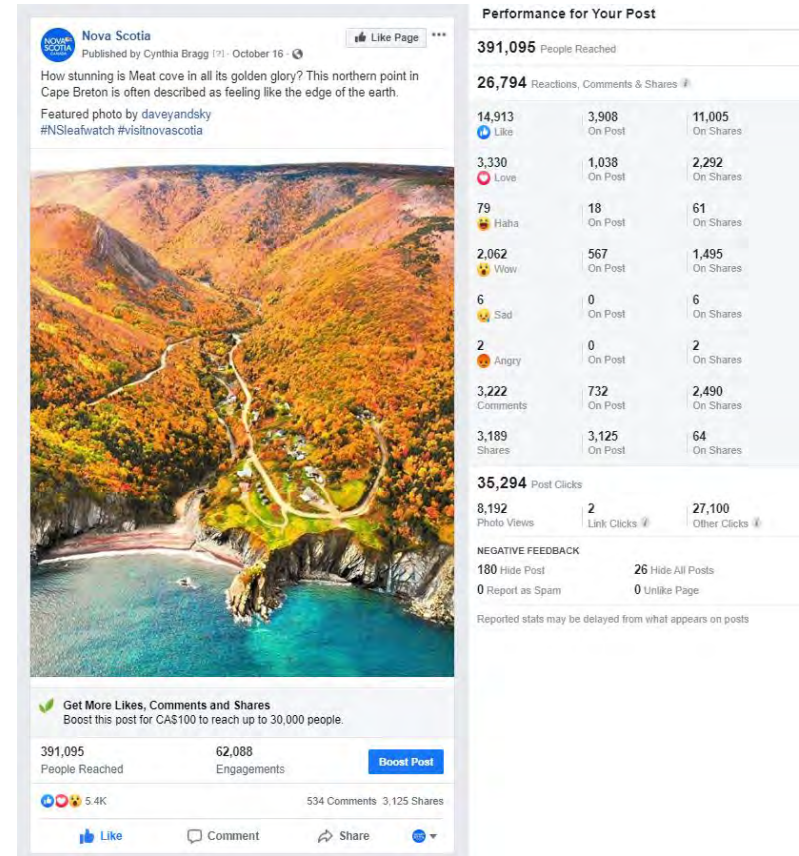
SOCIAL MEDIA SUCCESS STORIES: WHITE POINT BEACH RESORT

- @whitepointbeach resort has tagged #visitnovascotia
- TNS featured it and reached more than 41k people and received 3,257 likes



SOCIAL MEDIA SUCCESS STORIES: @daveyandsky

- Nova Scotia adventurers @daveyandsky hashtagged #visitnovascotia in this post on Instagram
- TNS shared on Facebook Page to gain more than 3,125 shares and 391k people reached
- One of our top performing posts this year



DIGITAL CONTENT MARKETING PROGRAM



DIGITAL CONTENT MARKETING PROGRAM

2 streams: Digital Marketing & Content Development

1. DIGITAL MARKETING

- Search marketing
- YouTube
- Digital Display
- Social Media

2. CONTENT

- Great photography & video



2019 PROGRAM AT A GLANCE



17 Digital &
15 Content
Partners



107
Photos



55
Videos



19,082,639
Impressions



3,616,201
Completed
Video Views



331,985
Site Visits

SUCCESS STORIES

Grand-Pre National Historic Site

- Participated in content development in 2018
- 2019 used this content in Digital Marketing
 - 1.1 million impressions for Facebook albums
 - 77,000 completed video views on YouTube
 - 9,100 completed video views on Facebook



SUCCESS STORIES

Joggins Fossil Cliffs

- Participated in content development in 2018
- 2019 used this content in Digital Marketing
 - 15 sec video had over 91,000 views on YouTube



SUCCESS STORIES

- TNS in partnership with Develop Nova Scotia created this video from footage captured in 2016-2018 from over 10 partners to create a list video about road trips from Halifax.
- Results:
 - Facebook post – almost 500K views, over 3k shares, 500 comments, 3.4K reactions
 - Boosted Facebook post – 1,336,766 impressions & 28% average engagement rate



2020 DIGITAL CONTENT MARKETING PROGRAM

- Launched on December 2nd 2019
- Apply today at <https://www.tourismns.ca>
 - Under Programs/Digital Content Marketing Program
- Program closes January 6, 2020
- Program Advisor:
 - Sarah Hennebury
 - 902-717-1255
 - Sarah.Hennebury@novascotia.ca

COMMUNICATION (with us!) – KELLI MACDONALD



STAY IN TOUCH!

- **Newsletter**
Sign-up for *inTouch*
- **Twitter**
Follow @TourismNS
- **LinkedIn**
Follow Tourism Nova Scotia
- **Website**
Visit tourismns.ca



Wednesday, August 1, 2018

Welcome to the *inTouch* blog!

New *inTouch* feature stories are now available on the Tourism Nova Scotia corporate website, along with the latest research, marketing activities, and industry tools and resources.



Revitalizing Iconic Sites to Enable Tourism Growth

Nova Scotia will invest in infrastructure at five iconic tourism sites to enhance visitor access and experiences, and further motivate travel to the province.

[Read More](#)



Important Information - 2019 Doers & Dreamers Guide Listing Updates

The deadline to update your business listing for the 2019 Doers & Dreamers Travel Guide is September 14.

[Read More](#)



Growing Cruise Industry Brings International Visitors to Communities Throughout Nova Scotia

Cruise visitation to ports throughout Nova Scotia is growing as the Atlantic Canada Cruise Association and Nova Scotia's ports work collaboratively to promote the province as a cruise destination in spring, summer and fall.

[Read More](#)

Adapting to Grow Your Business

What's Your One Change?

THANK YOU