

TOURISM RECOVERY MARKETING APPROACH

May 2020

RECOVERY POTENTIAL

Tourism recovery will be gradual, and will begin with hyper-local travel – Nova Scotians exploring within the province. Research indicates regional and close drive travel will be next, while farther away markets including the US and overseas will be last to recover.

The key factors in Nova Scotia's tourism recovery potential are:

- ✓ Virus is contained in Nova Scotia, Canada, and globally
- ✓ Physical distancing measures are eased
- ✓ Travel restrictions are lifted
- ✓ Tourism operators are able to open for business
- ✓ Travellers are willing to travel
- ✓ Air capacity to Nova Scotia improves
- ✓ Nova Scotians are willing to welcome visitors

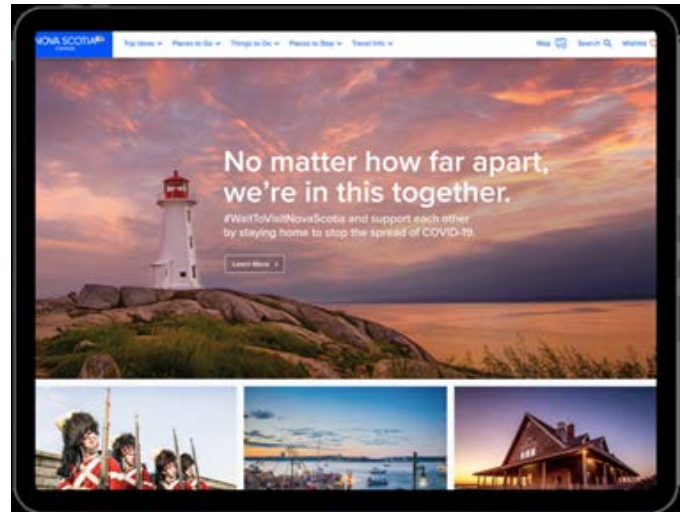
TNS MARKETING APPROACH

Tourism Nova Scotia's marketing approach currently has six components. Tourism Nova Scotia is working with our marketing agency of record, Destination Canada and Google to ensure we have the appropriate insights to help us identify the right time to go into the right markets with the right message.

TNS MARKETING APPROACH

Component # 1: “Stay Home”
Marketing

Objective: to encourage
travellers to stay home and stay
safe until conditions improve.



TNS MARKETING APPROACH ..cont'd

Component # 2: “Nova Scotia – Still Together” Video
#WaitToVisitNovaScotia

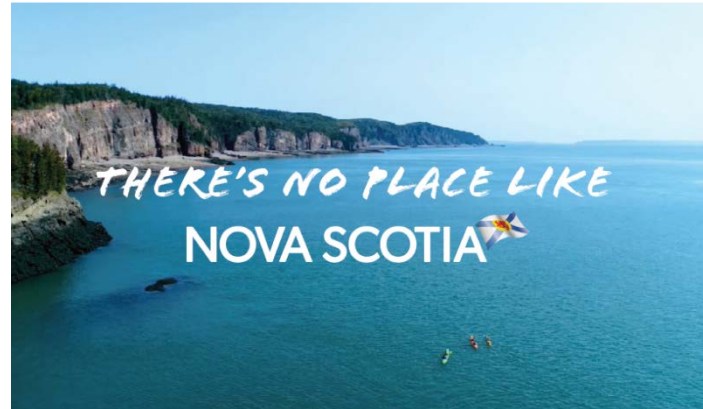
Objective: to share Nova Scotia's spirit of community and support for one another while staying home and staying safe. Also to keep Nova Scotia top of mind in a relevant and appropriate manner.



TNS MARKETING APPROACH ..cont'd

Component # 3: Nova Scotia Marketing Campaign (late June/early July)

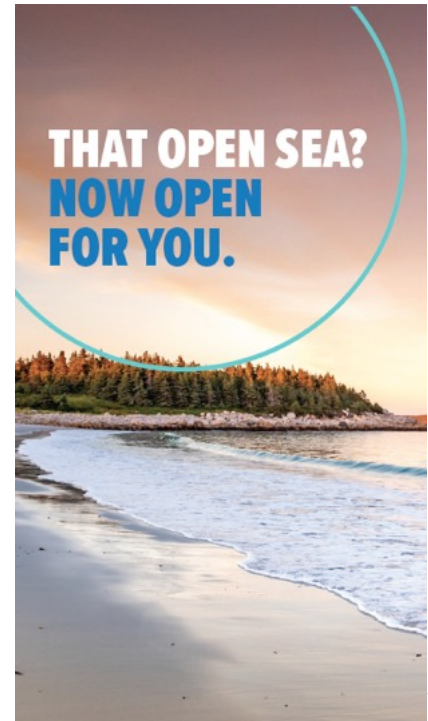
Objective: to give Nova Scotians compelling reasons to start travelling within the province again.



TNS MARKETING APPROACH ..cont'd

Component # 4: Regional Marketing Campaign (Timing TBD)

Objective: to give Atlantic Canadians compelling reasons to start travelling to Nova Scotia again.



TNS MARKETING APPROACH ..cont'd

Component # 5: TNS Target Markets (Timing TBD)

Objective: to let our target markets know we are open for business and looking forward to seeing them.

Component # 6: Nova Scotia Confidence Campaign (Timing TBD)

Objective: to continue to foster support, pride and confidence in the provincial tourism industry.

MARKET DEVELOPMENT

Sales/Trade:

Working with trade partners (travel agents and tour operators) to encourage the sale of Nova Scotia holidays, once travel is permitted. Training webinars, travel agent education and empathetic and inspiration travel messages through social media and partnership marketing.

Travel Media:

Travel journalists are still open for business and receptive to contact and maintaining relationships. They continue to be interested in travel content and researching stories ideas now for future use.

In-Market Activity:

Using the services of our in-market representatives to maintain relationships and manage in-market promotions and activity to sustain and support 2021 sales recovery.