

WELCOME

Package Up with Tourism Nova Scotia

Thursday, April 22, 2021

MICHELLE SEARS, MARKETING ADVISOR

- Michelle is a member of the Tourism Nova Scotia marketing team.
- Her role is to oversee the official trip planning website, NovaScotia.com.
- Michelle led the recent refresh of NovaScotia.com
- She works directly with tourism operators to optimize their presence on NovaScotia.com and help them connect with potential customers.

WEB UPDATES & OPPORTUNITIES

SPRING CHECKLIST

April 22, 2021


AGENDA

- Web updates & opportunities
 - ✓ Updates for NovaScotia.com
 - ✓ Business listings
 - ✓ Cities & Towns/Community/Regional content page(s)
 - ✓ Festivals & Events, Packages & Experiences
 - ✓ Additional web updates
 - ✓ Your business website
 - ✓ Your listing(s) on peer review website(s)
 - ✓ Your business' social media channels
- Takeaways

UPDATES FOR NOVASCOTIA.COM

[illegible]

Notes and/or highlights →

Business description 

Contact information includes links to website, social media, 'Book Now', & peer ratings

Experience,
← package,
and/or event
listing(s)

UPDATE YOUR LISTING(S)

Things to consider:

- Has any of your contact information changed? Any updates to your listing description?
- Are your dates on your listing(s) correct for 2021? If you are closed and reopening in 2022, let us know!
- Have a great new photo(s) to add? – email novascotia.com@gmail.com
 - [Smartphone Photography webinar - May 6, 2021](#)
- Any Covid-19-specific information to include?

To update an existing listing, please contact Stephanie Wadden at stephanie.wadden@novascotia.ca.

MANDATORY INFORMATION

- ✓ Minimum of one photo (max. 10)
- ✓ Contact information
- ✓ Open and close dates (rates and times, if applicable)
- ✓ A written description
- ✓ A link to peer review site for your business
- ✓ *Accommodations and Campgrounds with fixed-roof accommodations are required to register with the [Tourist Accommodation Registry](#) and provide [Monthly Occupancy Reports](#) in order to appear on NovaScotia.com and in the Doers & Dreamers travel guide.

APPLY FOR A BUSINESS LISTING

Have a new tourism business and looking to get a business listing on NovaScotia.com?

Please contact Stephanie Wadden at stephanie.wadden@novascotia.ca.

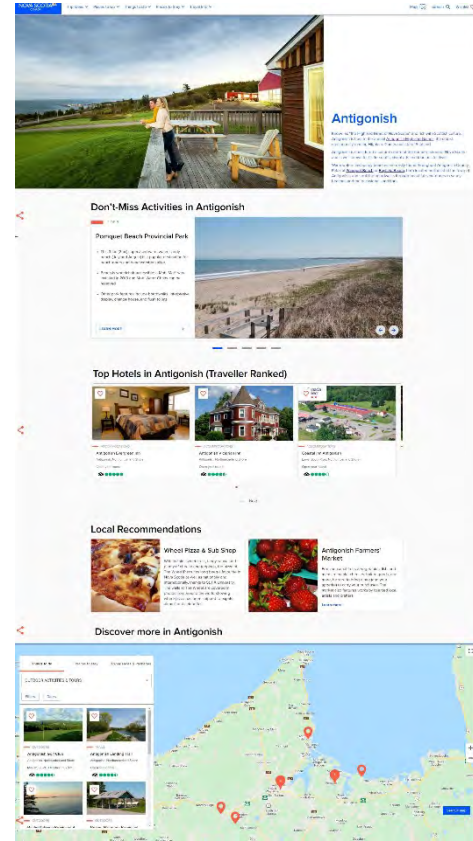
- [Listing Criteria](#)
- [Listing Application forms](#)



CITIES & TOWNS PAGES

City & Towns pages live within [Places to Go](#) on NovaScotia.com

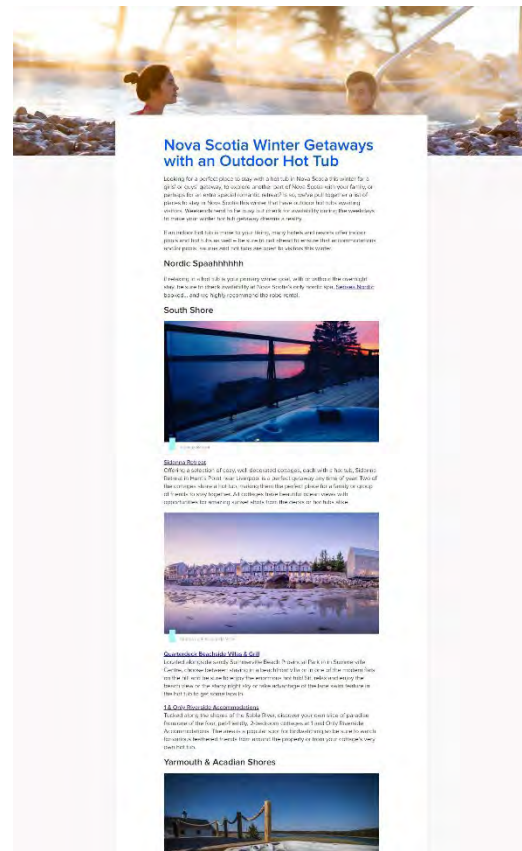
These community pages need to be informative for visitors and include a sufficient amount of visitor experiences and business listings.



ITINERARIES AND STORIES

Itineraries offer up information on what to see and do in an area, region, or multiple regions in a set timeframe ranging from 48 hours to 10 days.

Stories is a growing collection of themed blog articles that are written with travellers in mind. They can often be a bit more tailored or niche than an itinerary.



CONTENT SUGGESTIONS?

Does your town or community page on NovaScotia.com require an update?

Interested in chatting about getting a Cities & Towns page on NovaScotia.com for your community?

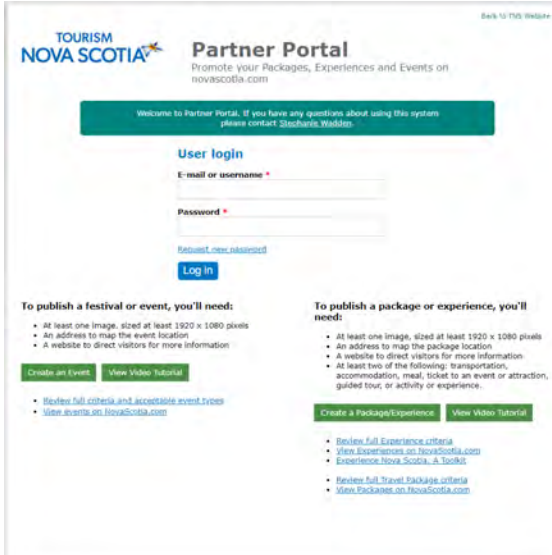
Have a great idea or suggestion for an itinerary theme or for a blog article for the Stories section?

Contact Michelle Sears at michelle.sears@novascotia.ca

UPDATES IN PARTNER PORTAL

Organizing a festival & event? Do you have a travel package or deal that you would like to add and have linked to your tourism business listing? Are you offering a unique experience that would qualify for an experience listing on NovaScotia.com?

To have an account created on [Partner Portal](#) to add your festival & event, package or experience listing, please contact stephanie.wadden@novascotia.ca



The screenshot shows the 'Partner Portal' page for Tourism Nova Scotia. At the top, it says 'TOURISM NOVA SCOTIA' and 'Partner Portal Promote your Packages, Experiences and Events on novascotia.com'. A teal banner reads 'Welcome to Partner Portal. If you have any questions about using this system please contact Stephanie.Wadden@novascotia.ca'. Below this is a 'User login' section with fields for 'E-mail or username' and 'Password', a 'Log in' button, and a link to 'Retrieve my new password'. There are two main sections for publishing content: 'To publish a festival or event, you'll need:' and 'To publish a package or experience, you'll need:'. Each section lists requirements and has buttons for 'Create an Event' and 'View Video Tutorial'. The event requirements include having an image, address, and website. The package/experience requirements include an image, address, website, and at least two of transportation, accommodation, meal, ticket, or guided tour. Both sections also provide links to review criteria and view video tutorials.

TOURISM
NOVA SCOTIA

Partner Portal
Promote your Packages, Experiences and Events on
novascotia.com

Welcome to Partner Portal. If you have any questions about using this system
please contact Stephanie.Wadden@novascotia.ca

User login

E-mail or username *

Password *

[Retrieve my new password](#)

Log in

To publish a festival or event, you'll need:

- At least one image, sized at least 1920 x 1080 pixels
- An address to map the event location
- A website to direct visitors for more information

[Create an Event](#) [View Video Tutorial](#)

[Review full criteria and acceptance event types](#)
[View events on novascotia.com](#)

To publish a package or experience, you'll need:

- At least one image, sized at least 1920 x 1080 pixels
- An address to map the package location
- A website to direct visitors for more information
- At least two of the following: transportation, accommodation, meal, ticket to an event or attraction, guided tour, or activity or experience.

[Create a Package/Experience](#) [View Video Tutorial](#)

[Review Full Experience criteria](#)
[View Experiences on novascotia.com](#)
[Experience Nova Scotia - A Toolkit](#)
[Review full Travel Package criteria](#)
[View Packages on novascotia.com](#)



ADDITIONAL UPDATES



UPDATE YOUR BUSINESS WEBSITE

Keeping your business website updated is key. Are your open and close dates, hours of operation, rates, packages, contact information, etc. correct? Do you have new photos to add or new content to share?

New information not only helps potential customers learn why they should include you in their planning, it also tells search engines that your website is relevant and up-to-date.

One NovaScotia.com goal is to send traffic to operators' websites... and if a potential customer goes to your site for more information, they need to be able to find it.

UPDATE PEER REVIEW WEBSITES

Travellers like to be informed before they purchase... and peer review websites are popular travel planning tools in that they can allow travellers to discover the experience that someone else has already had doing something similar to what they are thinking of doing.



UPDATE YOUR SOCIAL MEDIA

If your social media accounts hibernated for the winter, now is the time to update them and to let your followers know you are open for business.

Sharing great photos of your property, tours, experience, etc.? Be sure to tag your posts with **#VisitNovaScotia** so we can possibly interact with you and share relevant content with our followers.



TAKEAWAYS



TAKEAWAYS

- If you have a listing on NovaScotia.com, update it for 2021.
- If you qualify for a listing, connect with our team to start the process.
- Do you see an opportunity to promote your community - let's work together!
- Use **#VisitNovaScotia** when sharing your photos & videos on social media for a chance to be featured.
- [Sign-up for our InTouch newsletter!](#)

THANK YOU

Michelle Sears

Digital Marketing Advisor

Tourism Nova Scotia

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E michelle.sears@novascotia.ca

June 2020 Webinar

JUDY LYNCH, TOURISM DEVELOPMENT ADVISOR

- Judy is part of the Tourism Nova Scotia Experience Development team.
- Judy is happy to help businesses and organizations create authentic tourism packages and experiences to motivate travel to and within Nova Scotia.
- Regional contact for the Yarmouth & Acadian Shores, Cape Breton, Bay of Fundy & Annapolis Valley (Maitland to Weymouth areas).

ATTRACT VISITORS WITH PACKAGES & EXPERIENCES

April 22, 2021

WHO ARE OUR VISITORS?

MARITIME TRAVELLER INSIGHTS

Our research shows:

- 50% travel as a couple or with children
- Travel year-round. Highest visitation in the summer months (July-Sept.)
- Coastal activities, hiking, and culinary are very popular
- Most NS visitors spend one (48%) or two (28%) nights
- Most research online before travelling but have short booking window



MARITIME TRAVELLER RESEARCH

Optimize your online presence

- COVID-19 restrictions drove even more customers online
- Increased comfort searching, booking, purchasing online
- Online content is critical (not just what you offer, safety information too)
- Lead with your strengths & differentiators



MARITIME TRAVEL MOTIVATORS



OPPORTUNITY: PROMOTE YOUR STRENGTHS

INSPIRE TRAVEL

Differentiate to encourage increased spending, overnight stays, and generate repeat visits.

Consider:

- Itineraries
- Packages
- Experiences

Leverage your offering(s) on your website, social channels, and NovaScotia.com.



WHAT IS A PURCHASABLE PACKAGE OR EXPERIENCE?

PACKAGES

- Combine at least TWO tourism offerings in one package, at one price point
- Provide value & benefits of purchasing elements together
- Convenience - one stop shopping
- Choose activities appealing to your target market
- Ensure package elements align with your visitor values & level of quality



SIP INTO THE SEASON PACKAGE



PEGGY'S COVE PICNIC PACKAGE



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 the chefs, fishers, farmers, artisans, guides, musicians, and storytellers to differentiate.
- A cluster of activities or services available for one price point
- Offer added-value to activities that visitors will pay a premium for, increasing tourism revenues.



HAND PICKED: POMMELIER PAIRED TASTING



FOR THE LOVE OF SEAFOOD!



WHAT'S IN IT FOR BUSINESS?

- Attract new customers
- Increase spend per visitor
- Differentiate your business
- Create “Champions”
- Drive visitation when you want it



ALSO CONSIDER

- Partnership Agreements
- Pricing for Profit
- Path to Purchase
- Marketing
- Measuring Success





Packages and experiences don't need to be complex, but they do need to be well planned, priced for profit, and promoted!

OPPORTUNITIES & RESOURCES

NOVA SCOTIA EXPERIENCE TOOLKIT

Add your packaged experience ingredients:

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



EXPERIENCE VIDEOS & TIP SHEETS



ONLINE RESOURCES

- COVID-19 Updates & Resources
- TNS Webinar Series
- Business Development Guides
- Research
 - Target Market Insights
 - Explorer Quotient
 - Visitor Exit Survey
- Promote your business
- Photo & Video Library



THANK YOU

Judy Lynch
Tourism Development Advisor
902-790-3448 | judy.lynch@novascotia.ca

TOURISM
NOVA SCOTIA 

QUESTIONS?

UPCOMING WEBINARS

Promoting Health and Safety During Your Spring Ramp-Up

- Date: Thursday, April 29, 2021
- Time: 10:00 a.m. to 11:00 a.m. Atlantic Time
- Delivered by: Joe Treen, Occupational Health and Safety Director, Safety Services of Nova Scotia (www.safetyservicesns.ca)
- Free for anyone to join

<https://tourismns.ca/webinar-series>

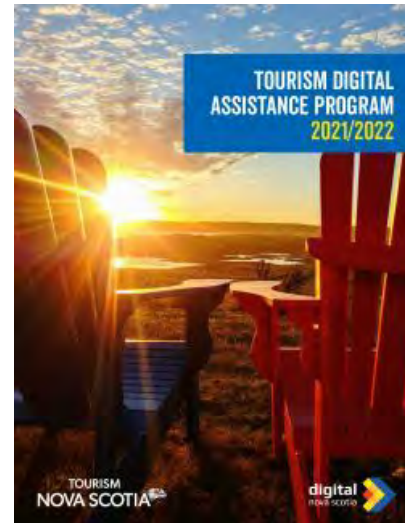
UPCOMING WEBINARS

Capturing Great Photos with a Smartphone

- Date: Thursday, May 6, 2021
- Time: 10:00 a.m. to 11:00 a.m. Atlantic Time
- Delivered by: Dave Culligan, Founder & CEO, threesixfive Media Inc.
- Free for anyone to join

<https://tourismns.ca/webinar-series>

PROGRAMS OPEN FOR APPLICATION:



<https://tourismns.ca/programs>

DIGITAL CONTENT MARKETING PROGRAM

- Create high-quality videos and photos for use in your marketing and TNS marketing
 - Minimum partner investment: \$7,500 plus a 15% media buying fee (total \$8,625)
- Develop and execute tailored digital marketing campaigns to raise awareness of your business or community
 - Minimum partner investment: \$10,000
- TNS will match partner investments



Apply online by
Wednesday, April 28

<https://tourismns.ca/digital-content-marketing-program>

RADIATE TOURISM PROGRAM

Develop and promote compelling travel packages to raise interest and awareness with local and Maritime travellers.

Participants in the program will be supported with development and marketing activities such as:

- Market research insights about travellers from the Maritime Provinces
- Coaching on experience and package development
- Positioning your package to appeal to the target market
- Tips to create digital ads
- Support for digital marketing activities valued up to \$5,000 and managed through Tourism Nova Scotia.



Apply online by
Wednesday, April 28

<https://tourismns.ca/radiate>

TOURISM DIGITAL ASSISTANCE PROGRAM

Tourism businesses can receive up to \$5,000 in services from qualified digital consultants to help improve their online presence.

Eligible program activities include:

- Ecommerce
- Digital Marketing Strategy
- Search Engine Optimization (SEO)
- Online Bookings
- Social Media Strategy
- Website Creation
- Content Creation: Copywriting
- Content Creation: Social Media Posts



Apply online by
Wednesday, May 5

<https://tourismns.ca/tourism-digital-assistance-program>

STAY CONNECTED!

- **Consumer Website**
novascotia.com
- **Contact Business Development**
TNSBusiness@novascotia.ca
- **Newsletter**
Sign-up for *inTouch*
- **Twitter**
Follow @TourismNS
- **LinkedIn**
Follow Tourism Nova Scotia
- **Corporate Website**
Visit tourismns.ca
- **COVID-19 Resources**
tourismns.ca/coronavirus

