

TOURISM NOVASCOTIA 2021 MARKETING PLANS

June 10, 2021

TOURISM
NOVA SCOTIA 

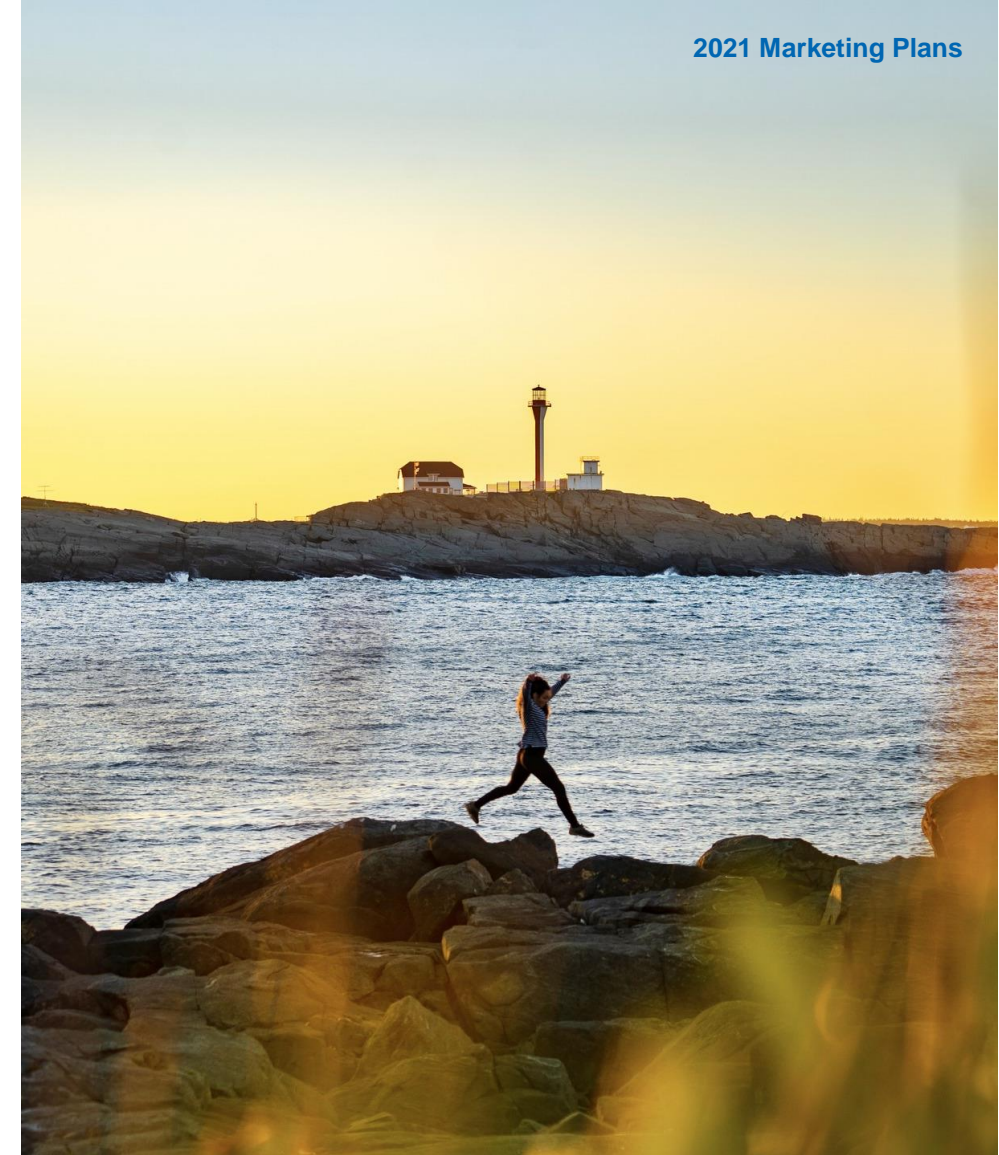


Introduction

Public health measures restricting travel to and within Nova Scotia have been necessary to control the spread of COVID-19. With vaccinations ramping up and case numbers going down, travel will gradually resume throughout the summer of 2021 under the Province of Nova Scotia's five-phase [Safe Reopening Plan](#).

Tourism Nova Scotia is ready with marketing campaigns to encourage safe travel as markets begin to reopen. Following is an overview of some of the recovery research insights guiding our marketing plans, as well as our marketing approach for various geographic markets.

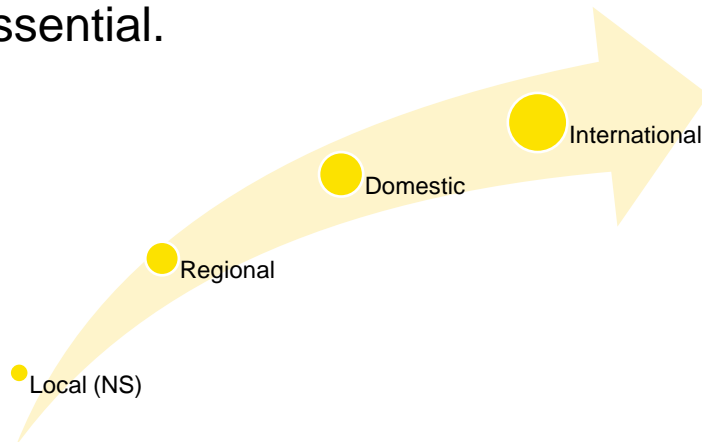
Questions about our marketing activities and resources can be sent to tnscommunications@novascotia.ca.



Recovery Insights

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 and present the biggest opportunity for near-term recovery. Farther away markets including the United States and overseas will be last to recover, and air capacity will be essential.



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

- Virus is contained in Nova Scotia, Canada, and globally
- Travel restrictions are eased/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

Research on Canadian travel intentions indicates travel demand will increase as vaccination rate increases. A study found that 80% of Canadians hope to travel this year.

Similar sentiment is seen in the United States – three-quarters of Americans plan to travel within the next one to three months.

Planned avoidance of international travel is starting to decline.

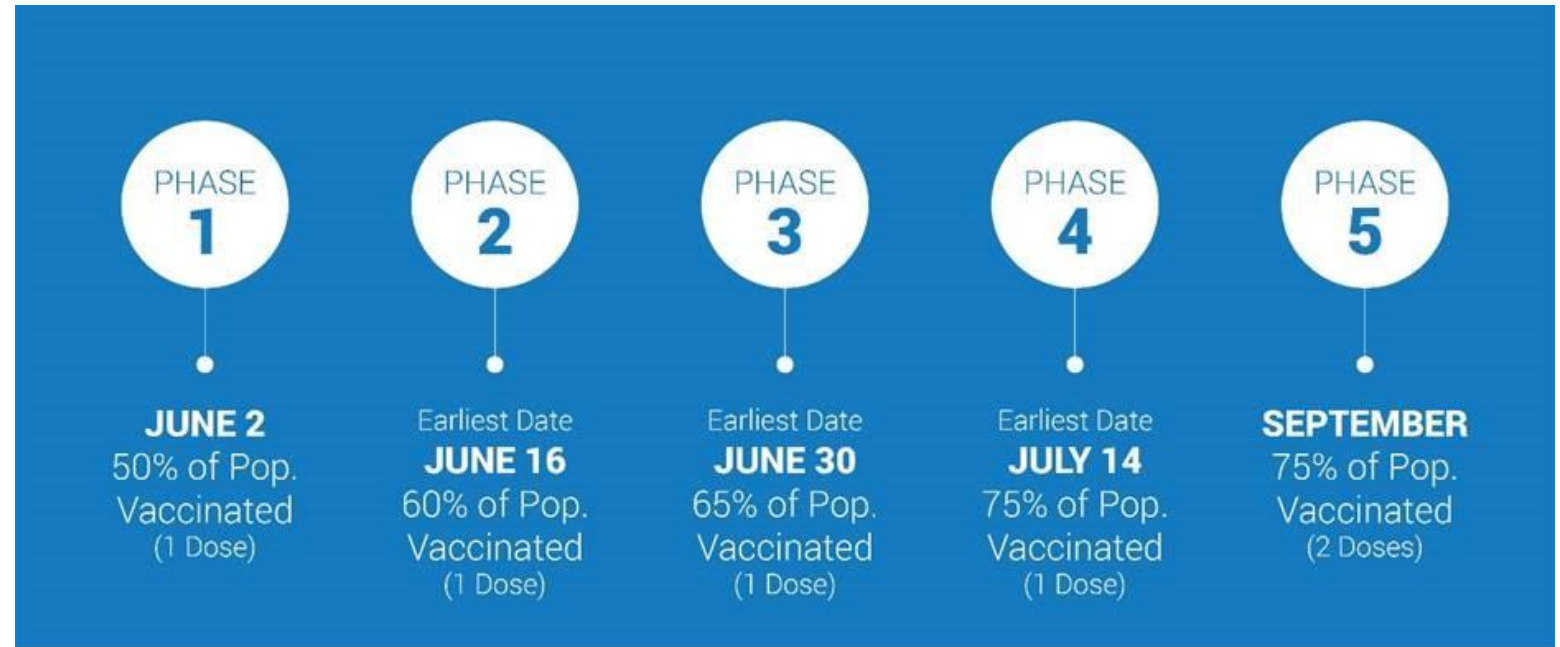
Nova Scotia, and all of Atlantic Canada, has received positive national and international media coverage for its handling of the pandemic. This positions the province well as a safe destination as markets reopen.

Research shows safety protocols remain critically important to travellers. Having good safety protocols and communicating how to travel safely is essential. Once someone has travelled once, they will feel comfortable travelling again.

Travellers continue to show a preference for outdoor activities and open spaces, which is to Nova Scotia's advantage.

See more recovery research insights at:
<https://tourismns.ca/research-reports/covid-19-recovery-research>

Province of Nova Scotia Safe Reopening Plan



Reopening Safely
with COVID-19

Phases will take 2-4 weeks and are based on vaccination rates, COVID-19 cases, and hospitalization numbers.

See the full provincial Safe Reopening plan at:
<https://novascotia.ca/reopening-plan>.

Marketing Plan Key Considerations

Epidemiology continues to drive our decision-making. Public health and safety is our top priority, and we are following the direction of public health officials on when and where to market travel to Nova Scotia. Timing of all campaigns is dependent on approval from Nova Scotia Public Health.

Tourism Nova Scotia has been working with our marketing agency of record, Destination Canada, and Google to identify the right time to go into the right markets with the right message.

Resident sentiment also informs our plans. Nova Scotians need to be ready and willing to welcome visitors and share their world-famous hospitality.



#ShineOnTourism Confidence Campaign

Objective: Remind Nova Scotians of their role as welcoming ambassadors, foster pride and confidence in the tourism industry, and raise awareness of the value of tourism

Target Audience: Nova Scotia residents

Key Message: As guests return to our province, let's do what we do best and shine on

Timing: Phase 1 of Nova Scotia Reopening Plan. Launching week of June 7 for 6-week span

Tactics: TV, digital video, print, social media, toolkit, stakeholder engagement



In Nova Scotia, the power of tourism can be felt everywhere. Our communities are shaped by restaurants, wineries, coffee shops, retail shops and artisans that exist thanks to the support of locals and visitors alike.

Show your support for tourism!
Download Shine On images and templates to show your support on social media

[Download](#)

Rediscover Nova Scotia Campaign

Objective: Stimulate travel demand and maximize tourism revenues in 2021

Target Audience: Nova Scotians

Key Message: It's a great time to stay and experience Nova Scotia

Timing: Phase 1 of Nova Scotia Reopening Plan.
Launching week of May 31 – end of October with fresh images for fall, then switching to “Wintervention” marketing campaign for season

Tactics: TV, digital video, radio, social media, billboards, display ads, search



Do More in Nova Scotia: Atlantic Campaign

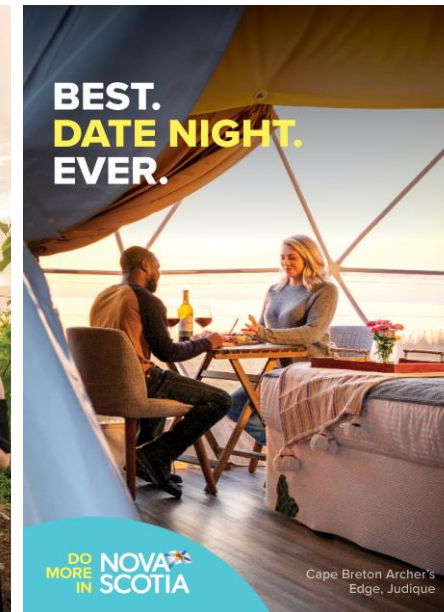
Objective: Stimulate travel demand and maximize tourism revenues in 2021. Encourage repeat visitation and exploration beyond the familiar

Target Audience: New Brunswick, Prince Edward Island, Newfoundland and Labrador

Key Message: After a year of staying close to home, there is still more to do in Nova Scotia

Timing: Finalizing timing for launch, recognizing need to be in market as soon as possible. Will run year-round

Tactics: TV, digital video, radio, social media, billboards, display ads, search



Do More in Nova Scotia: Canada Campaign

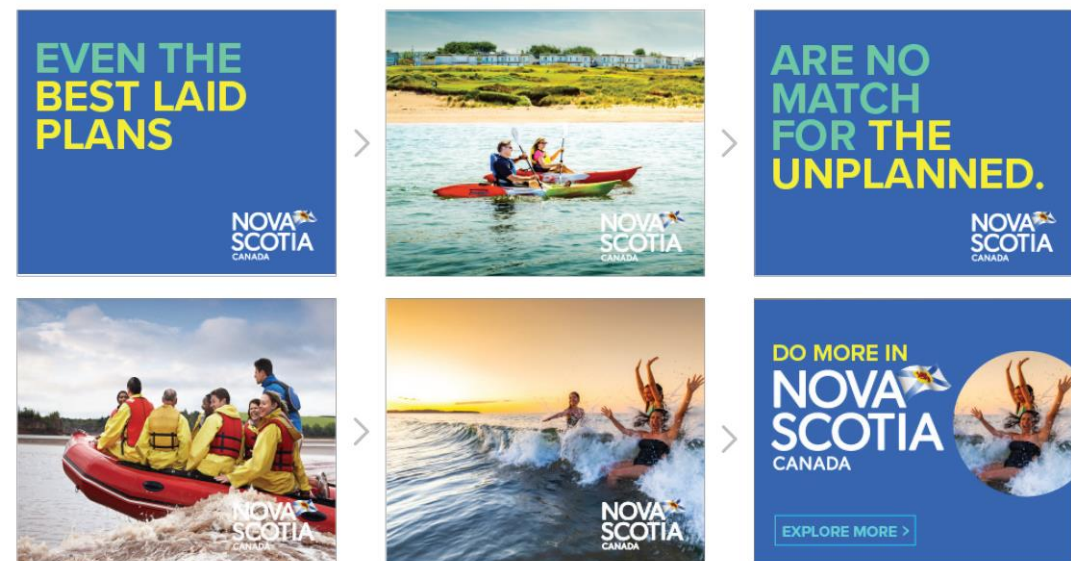
Objective: Stimulate travel demand and maximize tourism revenues in 2021. Be ready for when restrictions ease and border reopens

Target Markets: Ontario, with specific focus on GTA area. Quebec will be considered, as proximity to Nova Scotia is key

Key Message: In Nova Scotia, you can Do More

Timing: Phase 4-5 of Nova Scotia Reopening Plan. Campaign launch timing dependent on when public health and government indicate it is the appropriate time to promote travel to Nova Scotia from other Canadian markets

Tactics: TV, digital video, social media, billboards, display ads, search



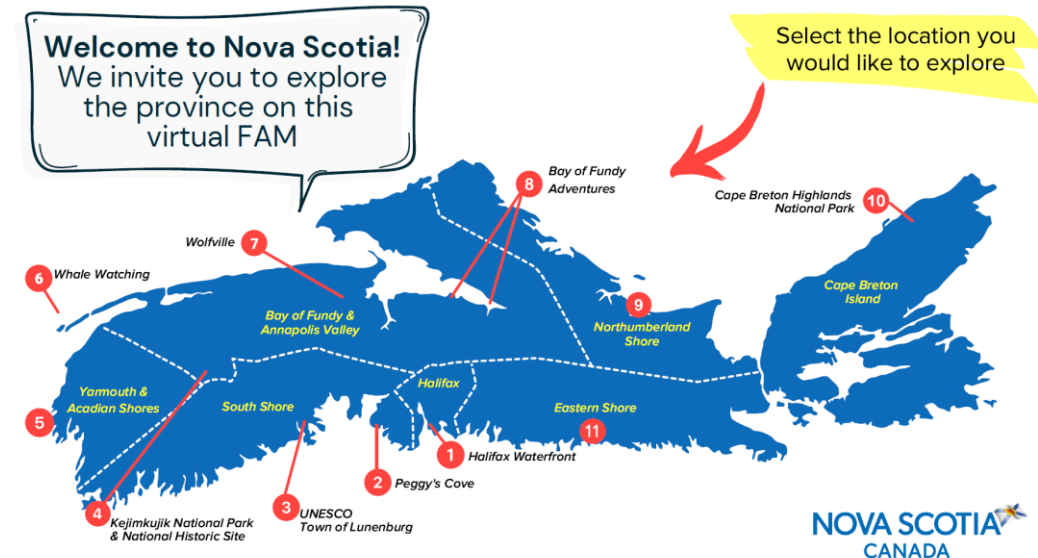
International Markets

Objective: Maintain existing business relationships, help keep Nova Scotia top-of-mind with potential visitors, and work to stimulate travel demand for summer 2022

Target Markets: Northeastern United States, Germany, United Kingdom, China

Current Activities: Limited to activities targeted at travel media and influencers, as well as travel agents and tour operators

Tactics: Virtual marketplaces, business to business meetings, destination awareness training, travel media editorial



See our virtual FAM tour for trade partners at:

<https://www.novascotia.com/travel-trade/work-together/fam-tours>

Marketing Toolkits

We encourage tourism businesses and organizations to get involved in Tourism Nova Scotia's campaigns by sharing our content, using the campaign hashtags in your posts, and aligning your marketing content with provincial campaigns.

To make it easy for you to leverage campaign assets, we've created toolkits and tip sheets with campaign graphics, logos, brand guidelines, and content ideas.

- #ShineOnTourism Confidence Campaign Toolkit:
www.shineonetourism.ca
- Rediscover Nova Scotia and Do More in Nova Scotia Campaigns Toolkit:
<https://tourismns.ca/marketing/advertising-campaigns>

