

2022 TOURISM OUTLOOK, PROVINCIAL MARKETING PLANS & OPPORTUNITIES

DATE: March 2, 2022

TOURISM
NOVA SCOTIA 



WELCOME

TOURISM
NOVA SCOTIA 





\$12 MILLION TOURISM INVESTMENT

- Tourism Accommodations Marketing
 - \$9.2 million
 - help accommodations with marketing activities to encourage overnight stays
- Regional Destination Marketing
 - \$1.8 million
 - support regional marketing initiatives aimed at attracting visitors to Nova Scotia
- Digital Adoption
 - \$1 million
 - extend partnership with Digital Nova Scotia to support digital adoption among tourism operators



OUTLOOK FOR 2022

TOURISM
NOVA SCOTIA 



COVID-19 IMPACT

- Immediate and significant loss of demand
- Reduced demand has endured across two years
- For Nova Scotia, this means a loss in annual tourism revenues of about \$1.6 billion in each of 2020 and 2021
- Understanding recovery and applying COVID-19 learning will maximize our ability to build tourism demand in 2022 and beyond



RESIDENT SENTIMENT

I feel safe to travel / Je me sens à l'aise de voyager

% Somewhat / Strongly Agree % Tout à fait d'accord / Plutôt d'accord	BC/C.-B. (n=202)	AB/Alb. (n=203)	SK/MB Sask./Man. (n=200)	ON/Ont. (n=601)	QC/Qc (n=406)	ATL (n=200)
Communities near me / ... dans des communautés voisines à la mienne	91%	87%	83%	88%	87%	92%
Communities in my province / ... dans des communautés de ma province	87%	83%	82%	85%	86%	88%
Other provinces or territories in Canada / ... dans d'autres provinces ou territoires du Canada	75%	78%	71%	71%	74%	62%
The United States / ... aux États-Unis	47%	48%	46%	39%	47%	28%
Internationally / ... dans d'autres pays	43%	40%	40%	36%	44%	26%

RESIDENT SENTIMENT

Atlantic Canadians feeling safe to travel to...							
	May 2020	Aug 2020	Dec 2020	Mar 2021	Nov 2021	Jan 2021	Feb 2022
Close communities	51%	74%	81%	87%	88%	79%	92%
Within province	50%	76%	66%	78%	82%	67%	88%
Elsewhere in Canada	17%	33%	21%	32%	55%	32%	62%
United States	10%	13%	7%	8%	16%	13%	28%
Other international	12%	12%	8%	8%	14%	11%	26%

RESIDENT SENTIMENT

Level of Welcome Towards Visitors / Opinion envers l'accueil de visiteurs

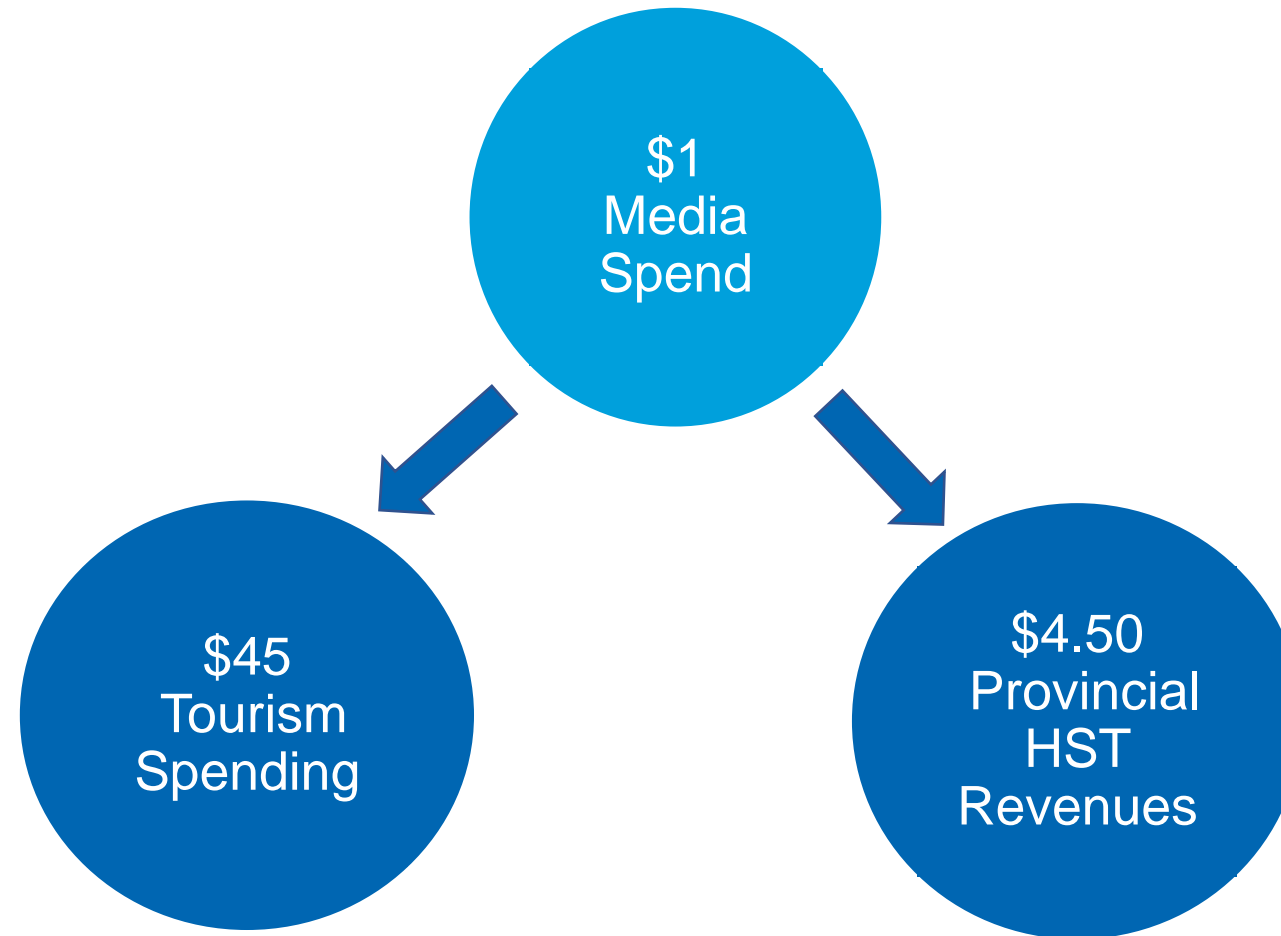
% Somewhat / Strongly Agree % Tout à fait d'accord / Plutôt d'accord	BC/C.-B. (n=202)	AB/Alb. (n=203)	SK/MB Sask./Man. (n=200)	ON/Ont. (n=601)	QC/Qc (n=406)	ATL (n=200)
From other communities near me / ... de communautés voisines	88%	79%	76%	76%	77%	87%
From other parts of my province / ... d'autres parties de ma province	82%	75%	75%	76%	78%	86%
From other parts of Canada / ... d'autres régions du Canada	73%	66%	68%	69%	73%	67%
From the United States / ... des États-Unis	45%	44%	47%	44%	52%	40%
From other countries / ... d'autres pays que les États-Unis	45%	41%	42%	41%	48%	33%

RECOVERY IS HAPPENING

- Visitation up 100% in August - November 2021
- Accommodations sales to November 2021 up 43%
- 72% increase in visits to NovaScotia.com to November 2021



MARKETING ROI



TOURISM OUTLOOK

- Full recovery to 2019 levels by 2024-2026
- Domestic demand recovery well underway, and will be key to 2022's success
- Local and regional travel critically important
- Return of demand from other key Canadian markets also critically important
- Return of air capacity timing will determine timing of full recovery
- Important to nurture demand from key international markets



2022 TRAVEL TRENDS

- Rural locations
- Outdoors
- All things local
- Safety protocols expected
- Embrace digital adoption



2022 RESEARCH

- 2022 Visitor Exit Survey
- Exploration into Nova Scotia's places, products, and experiences
- Update Accommodations Needs Assessment
- Online Advisory Panel projects
- Tourism indicators
- Recovery Signals Digest



Cape Forchu Lighthouse

2022 MARKETING PLANS

TOURISM
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KEY MARKETS



Nova Scotia



Atlantic Canada



Ontario



Quebec



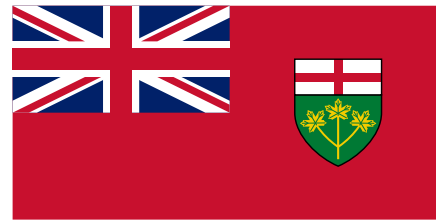
Northeastern United States



United Kingdom



Germany



2022 Winter Campaigns

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Local Love (Nova Scotia)

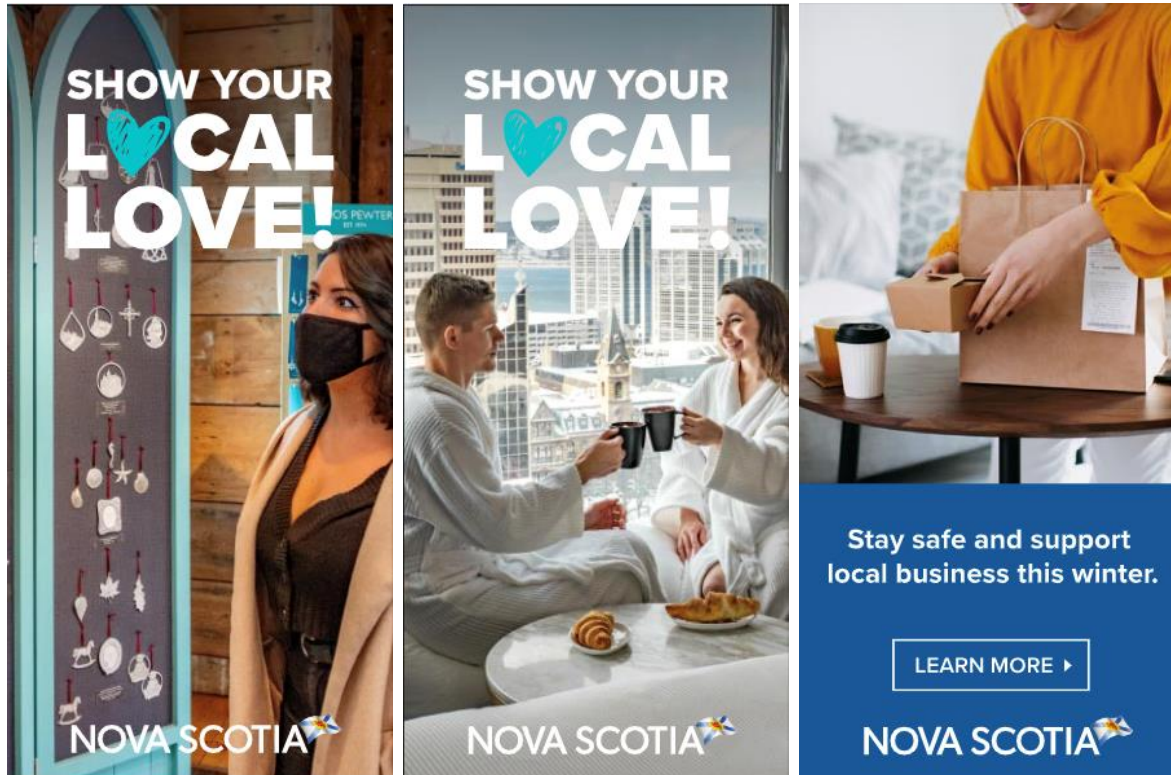
On February 4th, the *Local Love* Campaign launched across Nova Scotia with a goal to encourage Nova Scotians to stay safe and support local. The campaign features a variety of purchasable product including accommodations, dining, outdoor adventure, culture and events, and shopping, to name a few.

The campaign will run until March 31st and includes the following tactics:

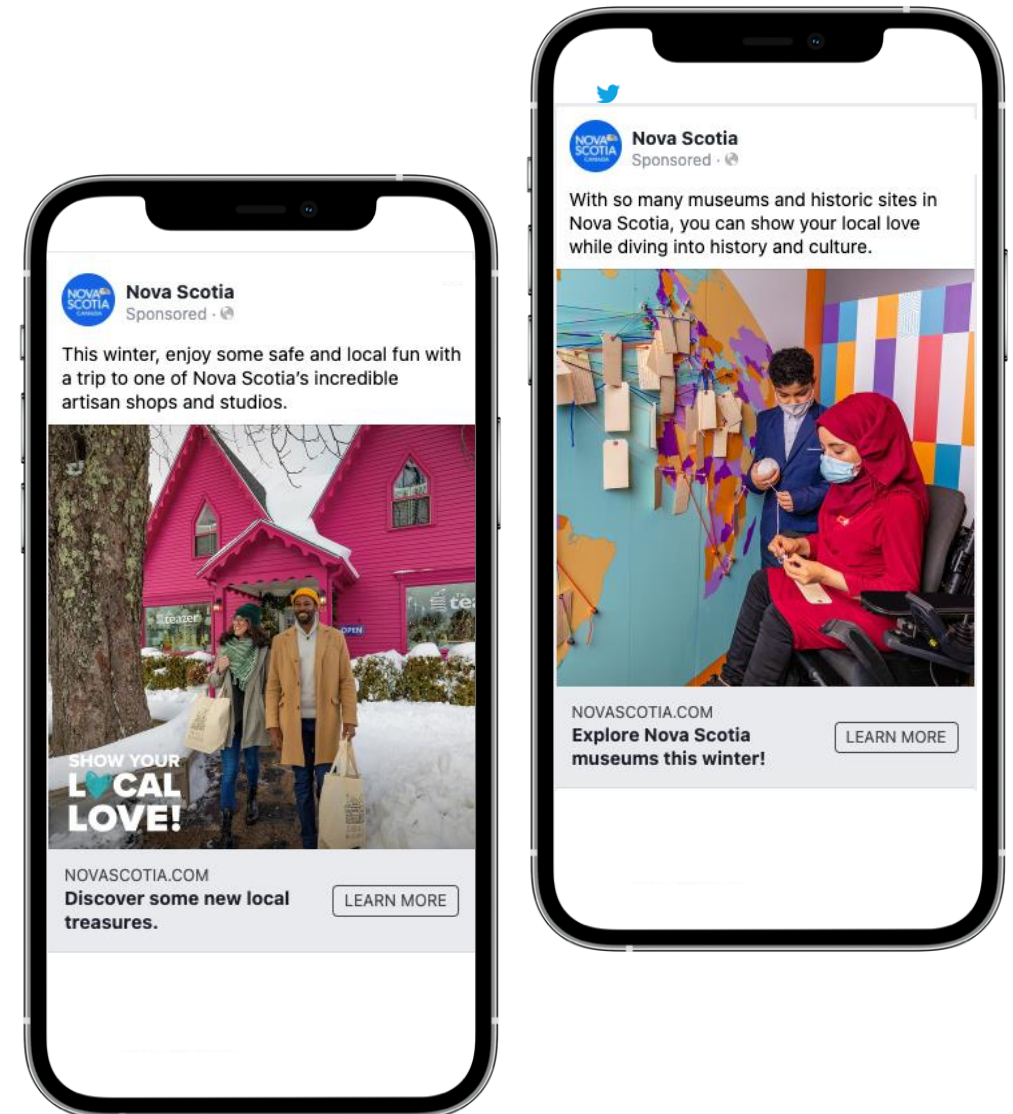
- Radio and Digital Audio
- TV and Online Video
- Social
- Online



Animated Display and Social



TOURISM
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TV and Online Video

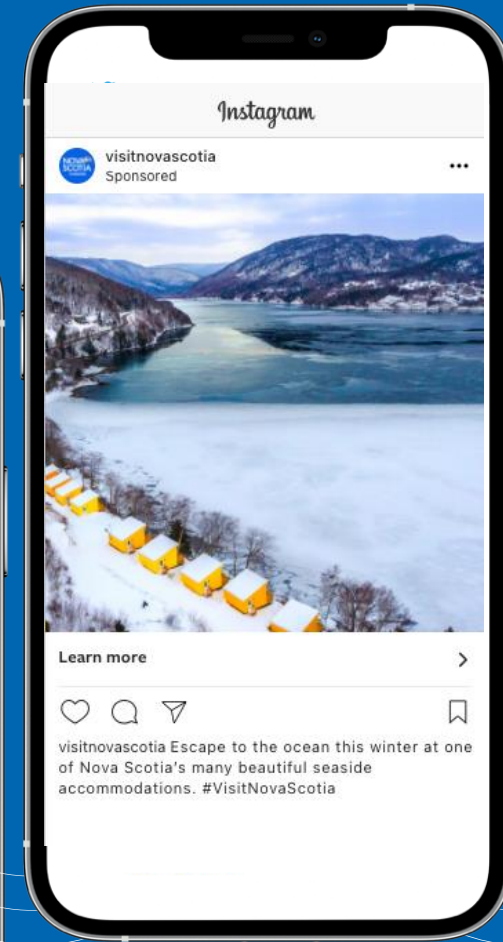
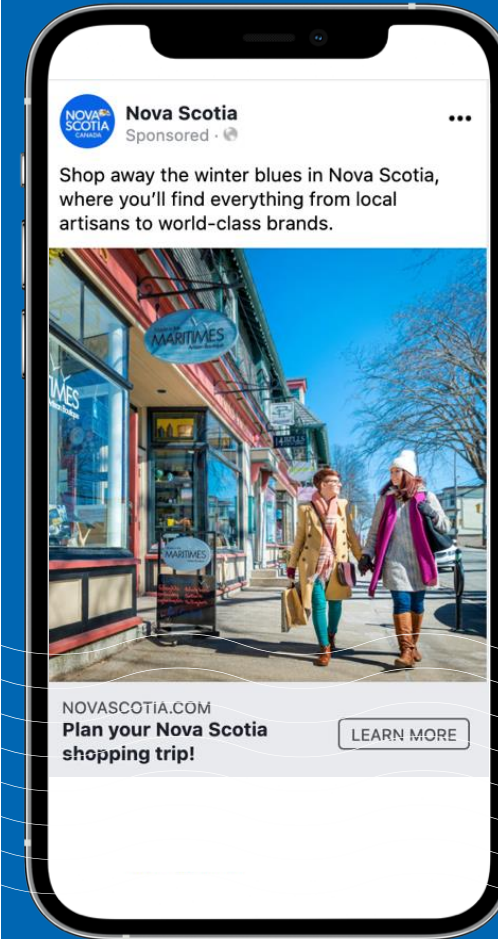


Wintervention (NB/PEI/NL)

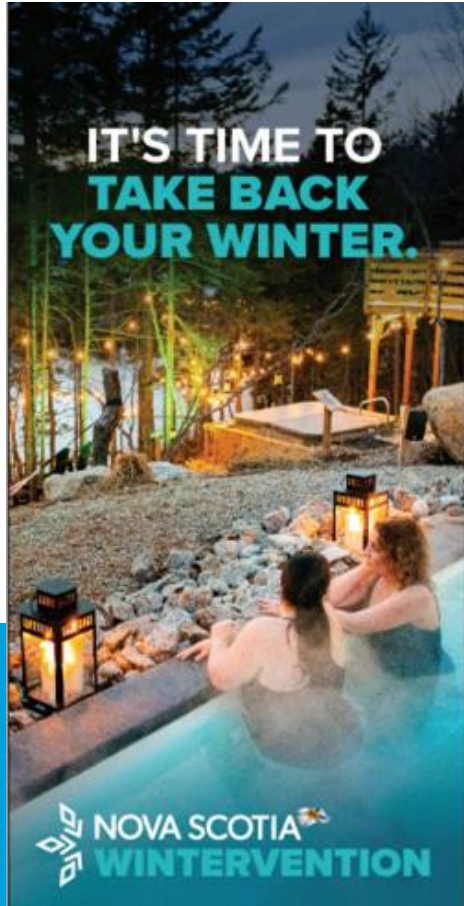
Wintervention was re-launched mid-February in New Brunswick, Prince Edward Island and Newfoundland and Labrador. The campaign encourages Atlantic Canadians to take back their winter and plan a trip to enjoy the shopping, dining, accommodations, culture, events and winter activities available in Nova Scotia.

The campaign will run until March 31st and includes the following tactics:

- TV and Online Video
- Radio and Digital Audio
- Social
- Online



Animated Display and Video



2022 Consumer Campaign

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Do More Evolution

This year, we are evolving the successful Do More campaign that has been running over the last several years with the launch of *Calling all Doers*.

Calling all Doers is a rallying cry for the Doers of the world. It's an invitation to join us here in Nova Scotia: the spectacular home of more ways to "Do More" than the average Doer could ever dream up.

The campaign uses a playful alliteration and rhyming approach to catch the viewers attention, while putting on display the various travel-motivating places, attractions and experiences that will inspire travel to Nova Scotia.



Calling all Doers

The unexpected language reflects the tourism brand identity. It is attention-grabbing and memorable. It creates a rhythm and cadence that draws in the listener.

The language portrays activities as immersive experiences, appealing to our target Authentic Experienter and Cultural Explorer segments.

The campaign is currently running in Ontario, Quebec, Northeastern US, UK and Germany and will run throughout the summer. The campaign will also launch in Atlantic Canada to promote Summer 2022 travel.



TV and Online Video



CALLING ALL WHALE-WAVERS & SPLASH-FANS.



DO MORE | NOVA SCOTIA

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TOURISM
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Social

 **Nova Scotia**
Sponsored · 🌐

...

✕


In Nova Scotia, you won't just play by the sea, you'll stay by the sea at one of our incredible coastal accommodations.



**CALLING ALL
SEA-STAYERS &
WAVE-WAKERS.**

[NOVASCOTIA.COM](https://www.novascotia.com)
Calling All Doers
Places to Stay in Nova Scotia

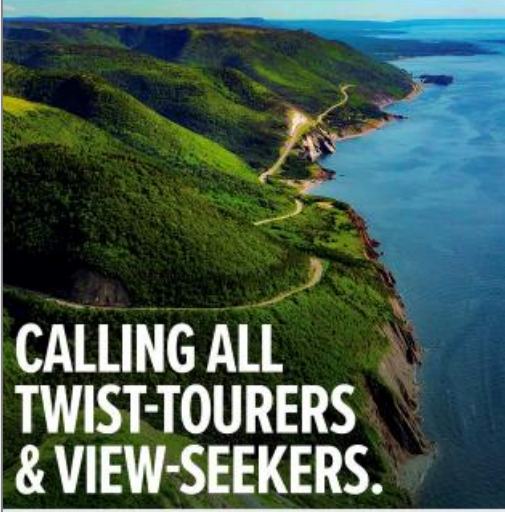
LEARN MORE

 **Nova Scotia**
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...

✕

Enjoy breathtaking coastal views with a trip along the world-famous twisty-turny Cabot Trail in Cape Breton, Nova Scotia.



**CALLING ALL
TWIST-TOURERS
& VIEW-SEEKERS.**

[NOVASCOTIA.COM](https://www.novascotia.com)
**Calling All Doers to Nova
Scotia**

LEARN MORE

 **Nova Scotia**
Sponsored · 🌐

...

✕

A bit of hustle and bustle? From pubs to patios and clubs, Halifax nightlife has it all!



**CALLING ALL
NIGHTSEERS &
TABLE-SHAKERS.**

[NOVASCOTIA.COM](https://www.novascotia.com)
**Calling All Doers to Nova
Scotia**

LEARN MORE

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Sponsored · 🌐

...

✕

Colourful houses. Infectious rhythms. Centuries-old tradition. Discover how deep the spirit of l'Acadie runs in Nova Scotia.

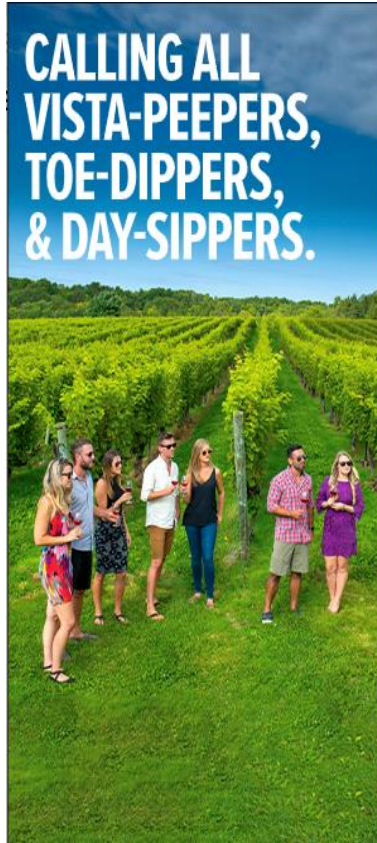
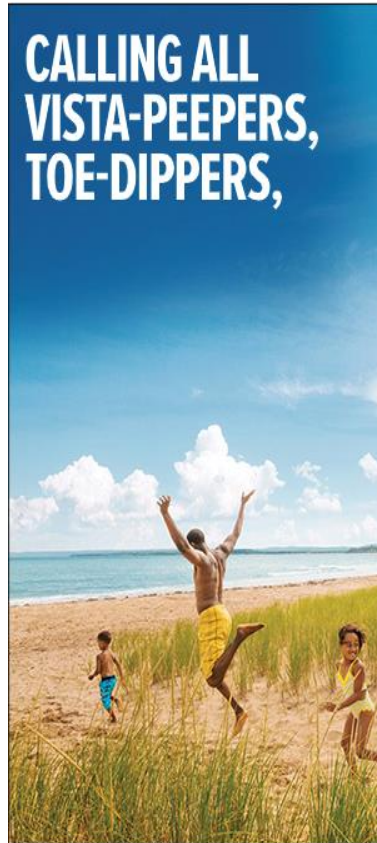


**CALLING ALL
CULTURE-CRAVERS
& TRADITION-WISHERS.**

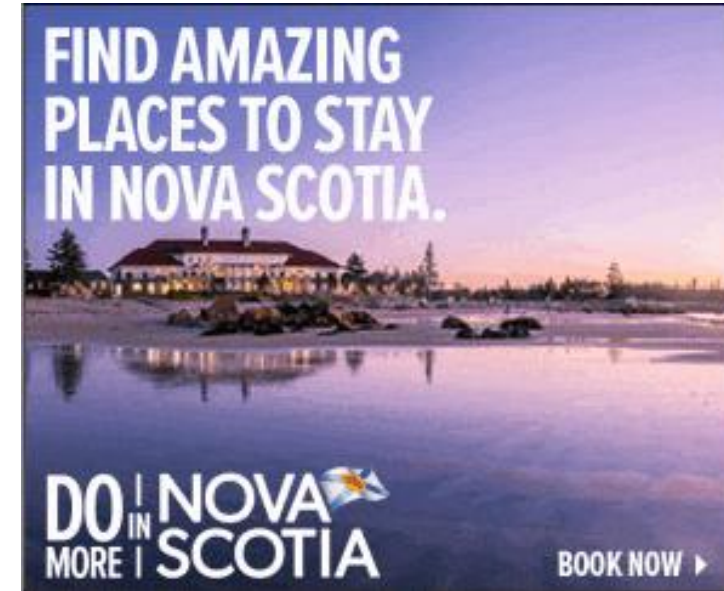
[NOVASCOTIA.COM](https://www.novascotia.com)
Calling All Doers
Acadian Culture in Nova Scotia

LEARN MORE

Animated Display



Animated Display



Animated Display



Toolkit

The 2022 Marketing Campaign Toolkit includes assets that our industry partners can incorporate into their campaign creative.

By incorporate the logos in your marketing materials, we can align your marketing efforts with the *Calling all Doers* campaign, making the campaign stronger overall.

tourismns.ca/marketing/advertising-campaigns



Campaign Overview


SHOW YOUR LOCAL LOVE!

 Nova Scotia

37

ASSETS






NOVA SCOTIA WINTERVENTION

-  New Brunswick
-  Prince Edward Island
-  Newfoundland

42

ASSETS

CALLING ALL DOERS DO IN NOVA MORE IN SCOTIA

-  Quebec
-  Ontario
-  Northeastern United States
-  United Kingdom
-  Germany

280

ASSETS

AIRLINE PARTNERS

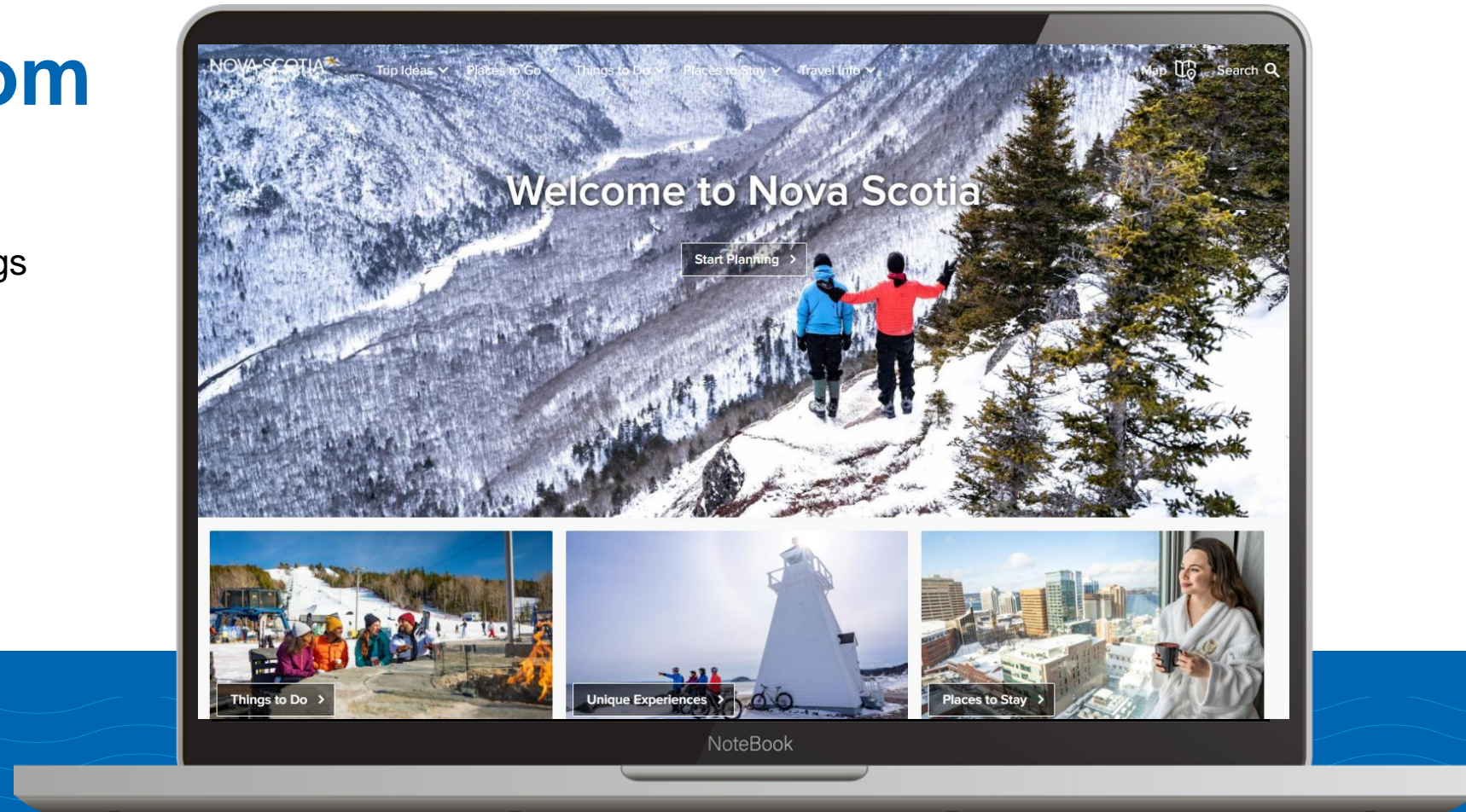


LANGUAGES



NovaScotia.com

- Business listings
- Package and experience listings
- City/town pages
- Itineraries/stories



DIGITAL TRAVEL GUIDE

- Available to view/download on NovaScotia.com
- Business listings and trip planning inspiration



SOCIAL MEDIA

- Use #VisitNovaScotia for a chance to be featured!



Marmalade Motel, Port Dufferin

TRAVEL TRADE/ TRAVEL MEDIA

- FAM tours and press trips resuming
- Marketplaces and trade shows
- Training for tour operators, travel agents



TMAC 2022 Conference

- Yarmouth June 22-26
- Participants are Canadian writers, photographers, videographers and social media influencers
- Pre- and post- conference FAM tours



TRAVEL MEDIA TOOLKIT

- Coming soon!
- Guidance and advice on how to work with journalists and influencers to promote your business or community



RESOURCES & OPPORTUNITIES



DIGITAL ADOPTION

- Digital Adoption Programs
- DigiPort – Digital resource centre for tourism
 - Webinars/workshops
 - Tip sheets, templates, resources
 - Connect one-on-one with digital experts
 - Videos



Digital Support for
Nova Scotia's Tourism Sector

Sign up

Get in touch with our network of digital marketing strategy experts.

PROGRAMS

- RADIATE Tourism – applications opening in spring
- Digital Content Marketing Program – annual applications, partners will be selected shortly
- RESTART Tour Operator Program- applications opening late spring

tourismns.ca/programs



Art is All Around: Halifax Art Walking Tour, Argyle Fine Art

BUSINESS DEVELOPMENT

- Coaching
- Workshops
- Webinars
- Toolkits and guides
- Research

tourismns.ca/tourism-business-tools-resources



EVENTS

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Events Nova Scotia

2022 update



About Us!

- Part of the Culture, Heritage and Development division at Communities, Culture, Tourism and Heritage
- Staff of 4 event professionals
- Launched the NS Event Strategy in 2018
- Government's on ramp for major event investments, execution and advice – guidance through the pandemic
- Providing advice, support and guidance to event industry



Stacey Oxner



Stephen MacDougall



Mike MacSween



Liuba Gonzalez de Armas



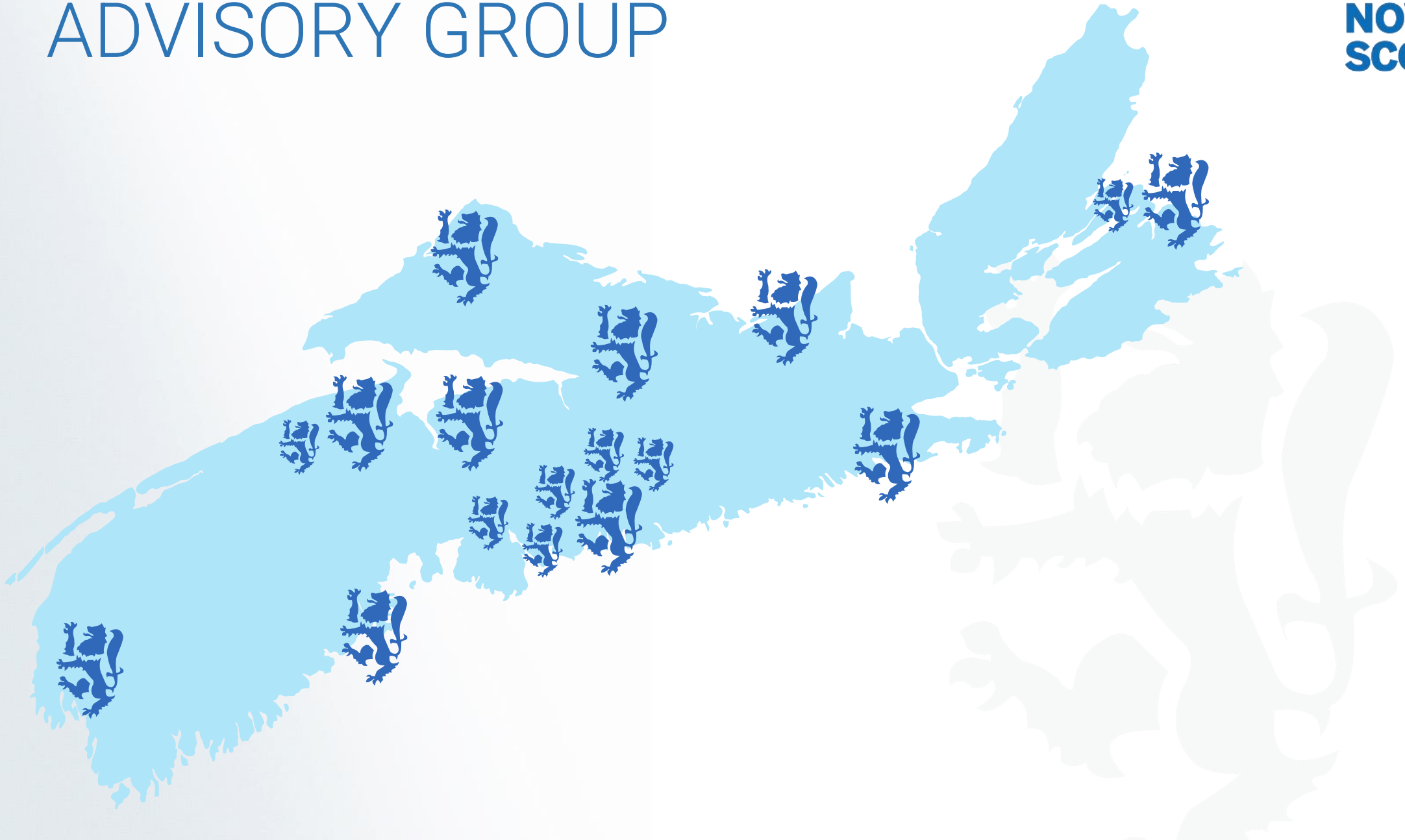


NOVA SCOTIA EVENT STRATEGY

Government's Proactive Plan for Major Events



ADVISORY GROUP



Government Working Group- Event Planning



- Labour, Skills & Immigration
- Environment & Climate Change
- Public Health
- Service Nova Scotia (Alcohol, Gaming, Fuel and Tobacco Division)
- Natural Resources and Renewables
- Gaming Corporation
- Develop Nova Scotia
- Tourism Nova Scotia

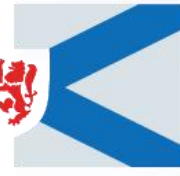
Priority: Understand the Event Tourism Landscape



- Understand the health of the **event industry**
- Understanding **travel motivation** and how events can be a motivator
- Bolstering **event reputation**, by leveraging and supporting upcoming major events through coordination and support
- **Community consultation** to understand challenges/opportunities for major event attraction, development and support
- **Volunteer** engagement using VolunteerNS Major Event database
- **Confidence Building Campaign**
- **Public Health** practices to keep us safe



Priority: Investing in future Event Hosting helping us rebound and bounce back better



- Targeted investment based on Events NS Strategy's funding pillars, using research as our guide
- Analysis and streamlining of event investment, ensuring a consistent evaluation of opportunities
- Strategic support for **signature events**, identifying opportunities for expansion and growth
- Form long term sport hosting planning group to better align sport hosting opportunities and coordinate Sport Congress representation



Priority: Partner Engagement with a focus on Equity, Diversity and Inclusion

- Cultural competency program for volunteers
- Development of online education tools, capitalizing on the success of webinars, newsletters
- Ensuring equitable representation on Advisory Group
- Helping events understand what it means to be inclusive, equitable and embracing diversity
- Using our communication platforms to increase collaboration, success for event industry.



Event Investment Programs

- Secure funding for Major Events that fit with the strategy, pre-bid or pre-development. For example, the North American Indigenous Games
- Major Event Hosting Fund and associated policy
- Festival and Community event development fund



COVID-19 ADVICE FOR EVENTS

[Review the latest information](#) for event organizers, communities and venues on the current situation.

[NEWS](#) [CONTACT](#) [Q](#)

EVENTS
NOVA SCOTIA

[HOSTING AN EVENT](#) [CHOOSING NOVA SCOTIA](#) [VOLUNTEER](#) [ABOUT US](#)

NOVA SCOTIA REOPENING FOR EVENTS

Nova Scotia is moving up the timeline for easing public health restrictions and will end all restrictions on March 21.

[VIEW MORE](#)

Discover what Nova Scotia has to offer.

Hosting an event in Nova Scotia feels like you've got the entire province behind you. Because you do. Our people are second-to-none for their energy and enthusiasm as fans, volunteers and hosts. Nova Scotia is made for original experiences and exceptional good times.

Events Nova Scotia staff are here to help communities attract, develop and fund major events. Our work is guided by the [Nova Scotia Event Strategy](#), the first of its kind in Nova Scotia. If you're thinking about creating, attracting or bidding on a major event, we're here to help.

[HOST AN EVENT](#)



[WHY CHOOSE NOVA SCOTIA](#)



[EVENT NEWS](#)



EVENTS
NOVA
SCOTIA





Thank you!

eventsnovascotia.ca

QUESTIONS?

Stay Connected

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- 🌐 Corporate website: <https://tourismns.ca/>
- 🌐 inTouch Newsletter: <https://tourismns.ca/intouch>
- 🌐 Corporate Twitter: <https://twitter.com/TourismNS>
- 🌐 Corporate LinkedIn:
<https://www.linkedin.com/company/tourismnovascotia/>



THANK YOU