

# TOURISM NOVA SCOTIA

## RESOURCES FOR BUSINESSES



As a division of Communities, Culture, Tourism and Heritage, Tourism Nova Scotia works with industry to attract visitors to the province and increase tourism revenues through experience and sector development, business coaching, marketing, and visitor servicing.

Tourism Nova Scotia offers a broad range of services, resources and programs to help tourism businesses grow.

### Development

- **Business Development**—Tourism Nova Scotia's advisors can provide market research insights and coaching to help identify tourism opportunities and ways to make your business more competitive.

Contact: Nick Fry, Manager of Business Development at [nick.fry@novascotia.ca](mailto:nick.fry@novascotia.ca).

- **Experience and Package Development**—Access coaching, tools, guides, resources, webinars, and workshops to develop packages and experiences that help raise awareness of your business and appeal to customers.

Connect with a tourism development advisor or access resources and the Nova Scotia Experience Toolkit at: <https://tourismns.ca/develop-experiences>.

- **RADIATE Tourism Program**—Collaborate with Tourism Nova Scotia on packages appealing to local and Maritime travellers. Packages are listed on NovaScotia.com seasonal landing page promoted through digital marketing campaigns highlighting fall, winter, and spring offers.

Learn more at: <https://tourismns.ca/radiate-tourism-program>.

- **Digital Adoption**—Businesses may qualify for programs to help them adopt digital technologies so they can be more visible online and provide the services customers expect like online booking.

Find digital adoption programs: <https://tourismns.ca/digital-adoption-programs>.

The DigiPort online resource centre offers tools and resources to help businesses enhance things like their website, online listings, social media and digital marketing. Offered in partnership with Digital Nova Scotia, DigiPort includes webinars, work shops, programs, tip sheets, templates and one-on-one coaching from digital experts.

Register for DigiPort: <https://nsdigiport.ca/>.



## Marketing

- **Business, Package and Experience Listings**—Create a free listing on NovaScotia.com to showcase your business, packages or experiences to the more than 7 million annual website visitors. Business listings will also be added to the digital Doers & Dreamers Travel Guide, which is published on NovaScotia.com as a downloadable pdf and flip book.

See eligibility criteria for listings:

<https://tourismns.ca/eligibility-and-listing-requirements>

Contact: Stephanie Wadden, Digital Marketing Co-ordinator, [stephanie.wadden@novascotia.ca](mailto:stephanie.wadden@novascotia.ca).

- **Digital Content Marketing Program**—Businesses can apply to co-invest with Tourism Nova Scotia to capture quality photos and video or deliver customized digital marketing campaigns.

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

- **Travel Media & Influencers**—Businesses can work with Tourism Nova Scotia to generate editorial content in publications, travel websites, and on social media. Tourism Nova Scotia can share information about unique products and experiences through our communication with journalists and influencers, provide media monitoring to track coverage of a specific business or experience, or partner with businesses to host press trips. Contact Hannah Crawford, Marketing Co-ordinator, at [hannah.crawford@novascotia.ca](mailto:hannah.crawford@novascotia.ca).
- **Travel Trade**—Tourism Nova Scotia can work with market ready businesses that have the policies and services in place to work with tour guides and travel agents to educate and advise on opportunities to develop and promote packaged holidays and participate in product knowledge tours. Contact Hannah Crawford, Marketing Co-ordinator, at [hannah.crawford@novascotia.ca](mailto:hannah.crawford@novascotia.ca).

Use the Travel Trade Readiness Toolkit to develop tactics, processes, and best practices to work with travel agents and tour operators to attract international travellers and expand your business. See:

<https://tourismns.ca/business-tools-resources/travel-trade-market-readiness-program>.

- **Visitor Information Centres**—Tourism Nova Scotia operates six provincial visitor information centres and a tourism contact centre. Travel counsellors are often the first point of contact for visitors planning their vacation and can offer information about businesses, packages and experiences. Businesses can distribute brochures through the visitor information centres.

See: <https://tourismns.ca/promote-your-business-tourism-nova-scotia/guidelines-distributing-brochures>

- **Photo and Video Library**— Register to access Tourism Nova Scotia's library of photos and videos. Content can be used in marketing materials aimed at encouraging travel to Nova Scotia, including ads, websites, and social media.

Register for access at: <https://tourismns.ca/photo-video-library>

- **Social Media**—Use #VisitNovaScotia for the opportunity to be featured on Tourism Nova Scotia's social media channels and in images galleries on NovaScotia.com.





## Research

- **Visitor Exit Survey**—Tourism Nova Scotia conducts a Visitor Exit Survey every two years among out-of-province travellers who spend at least one night in Nova Scotia. This survey provides an opportunity to ask gain insights to inform business planning, development, and growth.

See: <https://tourismns.ca/research-reports/visitor-insights>

- **Tourism Nova Scotia Online Advisory Panel**—Tourism Nova Scotia maintains an online advisory panel of approximately 80,000 members, English and French speaking, from across Canada, the United States and overseas. The panel provides an excellent resource for gauging visitor preferences/interest for tourism offerings. Tourism organizations have the opportunity to access it for conducting studies.

See: <https://tourismns.ca/tourism-nova-scotia-online-advisory-panel>

- **Quarterly Omnibus Surveys**—Tourism Nova Scotia is developing a mechanism to provide tourism organizations with the opportunity to submit research topics for surveys among travellers.

Contact: [tourismresearch@novascotia.ca](mailto:tourismresearch@novascotia.ca).

- **Experience Concept Evaluation**—Organizations and businesses have the opportunity to test experience concepts when we complete concept evaluation research with target markets.

Contact: [tourismresearch@novascotia.ca](mailto:tourismresearch@novascotia.ca).



## Other Resources

- **Tourism Nova Scotia Webinar Series**— Practical advice to help your business become more competitive—from marketing to package development and business planning.

See upcoming webinars or view recorded webinars at:

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

- **Tourism Nova Scotia News & Resources**—Subscribe to our bi-weekly newsletter for the latest news, research, programs, partnership opportunities and resources.

Subscribe at: <https://tourismns.ca/news-resources>.





## Regional Contacts

Reach out to the tourism development advisor for your region for assistance to identify the resources and programs that best fit your business.

You can also find contact information for all our team members at <https://tourismns.ca/staff-directory>.



### Erin Hume

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