



COMPELLING TOURISM COMMUNITIES: EMERGING WINTER DESTINATION PILOT

2022-23



PILOT PROGRAM: POSITION & PROMOTE YOUR COMMUNITY IN WINTER

Why is your community a must-visit for travellers this winter? What do you want travellers to be aware of and experience in your community? Tourism Nova Scotia (TNS) is collaborating with community partners across Nova Scotia to define and feature top reasons for travellers to visit their communities this winter!

We will work with up to four partners through this pilot program to help position their community's most compelling winter tourism products, such as attractions, food and drink, events, accommodations, packages and/or experiences. Through coaching, research insights, tools, and support from TNS, partners will identify their winter tourism strengths and increase awareness with potential travellers in Nova Scotia and the Maritimes.



HOW DOES IT WORK?

TNS is strategically reaching out to communities with emerging winter product clusters and partners demonstrating efforts to build tourism. The program will not accept applications during the pilot year. Potential partners for the pilot program include municipalities and chambers of commerce. Partner opportunities are considered based on the community's ability to host, community leadership for tourism opportunities, the availability of compelling and differentiating winter tourism product, as well as online resources for visitors to plan a trip to the community. Partners will be using new community tourism tools and resources that TNS is developing and share feedback to help inform their roll-out to industry and future programming.

Pilot is focused on positioning the most compelling, emerging winter opportunities for travellers available in January – March 2023.

Between **October 2022 – March 2023**, participants will be supported with:

- Coaching on how to identify your most compelling travel product and differentiators, including attractions, events, tours, outdoor adventures, culture and heritage, food and drink, with a focus on currently available and purchasable winter product;
- Exploring your community's opportunities to extend the tourism season, including capacity to host travellers, accommodations, activities, food and drink, events, attractions, products and experiences for travellers;
- Target market research insights for regional travellers;
- Overview of insights, tools, and opportunities to position your community's most compelling tourism assets; and,
- Influencer visit coordinated by TNS to generate new photos and increased profile of your community's most compelling winter tourism product in TNS marketing channels (such as social media post and new story/itinerary featuring your community on NovaScotia.com).



PILOT AREAS OF FOCUS

TNS is developing tools for a new Compelling Tourism Communities Toolkit launching in 2023 that will be piloted through this program. Partners will receive coaching and tools through the following activities:

Step 1: Destination Dynamics & Your Visitors: This step includes your choice of an in-person or virtual meeting this fall organized by the partner and facilitated by TNS. We'll share traveller insights, explore your community's capacity to host, and work together to identify your community's most appealing winter tourism product and ways to best position it to travellers.

Step 2: Tourism Action Plan & Winter Itinerary Development: During a virtual meeting, we'll discuss short term goals to increase awareness and appeal of your community, including ways to leverage TNS resources and channels, such as NovaScotia.com, in 2023. We'll also confirm the compelling product to be featured in a winter itinerary for an influencer visit to your community.

Step 3: Increase Destination Profile: TNS will support increased profile of your community through our channels with an influencer visit to create:

- New photography featuring your community's most compelling winter product and experiences;
- A new winter influencer story/post showcasing your community to be featured on TNS and influencer channels;
- Opportunities for boosting content through TNS channels to further increase awareness.

Content creation and boosting activities through this program are at the discretion of TNS. Content may be used by TNS in marketing activities and photos may be uploaded to the TNS digital content library to share with approved tourism industry partners.



Pilot partners will:

- Have been in operation for at least one year, and as applicable are in good standing with NS Registry of Joint Stocks;
- Represent a community offering a cluster of market-aligned tourism product in Winter (January – March 2023);
- Agree that businesses, organizations, and tourism product featured through the program must have a listing (or qualify for a listing) on novascotia.com and meet all required permits, licenses and permissions to operate, such a Tourist Accommodation Registration for accommodations;
- Demonstrate their interest in championing a destination and willingness to support the profile of compelling or differentiating travel motivators to travellers in Nova Scotia and the Maritime region;
- Have the ability to commit time and energy to coordinate a community meeting of tourism stakeholders and inform, advance and complete pilot program deliverables by March 2023;
- Agree to take part in program meetings with a TNS Tourism Development Advisor and complete deliverables by deadline;
- Agree to report milestones/program feedback to TNS.

PILOT REQUIREMENTS

Pilot partners will enter into a written contract with TNS and be required to deliver on the activities as jointly identified. Partner contribution includes time and community coordination to achieve outcomes as mutually agreed to in the Letter of Agreement. TNS may, in its sole discretion, determine that a proponent is not eligible.

PROGRAM CONTACT

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