

# COMPELLING TOURISM COMMUNITIES PROGRAMS 2023/2024



Yarmouth

TOURISM  
NOVA SCOTIA 

# INCREASE YOUR COMMUNITY PROFILE AND AWARENESS

with travellers by collaborating with Tourism Nova Scotia (TNS) through one of the following Compelling Tourism Community (CTC) programs:

## EMERGING DESTINATIONS PROGRAM

This program is for municipalities, chambers of commerce or business associations working to build tourism in your community. TNS is seeking applicants who are interested in collaborating to maximize summer or extend fall or winter tourism opportunities. Apply as an Emerging Destination to learn more about the regional travel market, including what Maritimers like to do on vacation and what appeals to them in a travel destination. We will explore your community's capacity to host travellers, as well as your most competitive and differentiating tourism products and experiences for travellers. Focusing on one season, we will work together to build awareness of your community, capture photography and identify opportunities for you to encourage travellers to visit your destination.

## COMMUNITY AND TOURISM CLUSTER MARKETING PROGRAMS

### Community Content Development Program:

This program is for established community destinations or lead organizations representing tourism clusters (such as groups of wineries, arts and culture, museums, campgrounds, trails, events, outdoor activities, etc.) that require new engaging content to support marketing efforts. This could include photography, video, and/or travel media content or coverage.

### Community Digital Marketing Program:

This program is for communities or lead organizations for tourism clusters that already have high quality marketing content and are ready to participate in marketing campaigns that target Atlantic Canadians.

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## ONE APPLICATION FOR CTC PROGRAMS

By filling out a single application, each applicant will be assessed for best fit with these CTC program options for 2023-24. Due to capacity, not all applicants may be accepted. Preference will be given to geographic areas and or groups that are underrepresented, such as Mi'kmaw and African Nova Scotian applicants, and/or groups focused on extending the tourism season. All successful applicants will be contacted to further discuss the program with TNS staff.



Avondale Sky Winery



# EMERGING DESTINATIONS

The Emerging Destinations Program helps communities position their most compelling, emerging destination opportunities for travellers. Activities for each partner will focus on one season (summer, fall or winter), and all program activities will wrap up by March 2024. TNS will consider applicants based on the community's ability to host, community leadership for tourism opportunities, the availability of compelling and differentiating tourism product, as well as online resources for visitors to plan a trip to the community.

## Participants will be supported with:

- Coaching using new community tourism tools and resources developed by TNS on how to identify and position 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 market-ready and purchasable tourism offering;
- Exploring your community's opportunity to maximize or extend a 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;
- Regional travel media/influencer visit coordinated by TNS to generate new photos/content and increased profile of your community's most compelling seasonal tourism product (such as a social media post and a new story or itinerary featuring your community on NovaScotia.com).



The Marmalade Motel



Baddeck



Membertou Heritage Park



Fortress of Louisbourg National Historic Site

## AREAS OF FOCUS

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 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 tourism product and ways to best position your destination to travellers.

### **STEP 2 Tourism Action Plan & Seasonal 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 2023-24. We'll also confirm the compelling product to be featured in a seasonal itinerary for your destination. The itinerary will be used to guide a travel media/influencer visit to your community in summer, fall or winter and as an outline for a featured story on NovaScotia.com.

### **STEP 3 Increase Destination Profile:**

Focussing on one priority season, TNS will help increase the profile of your community through our channels with a regional travel media/influencer visit to create:

- New photography featuring your community's most compelling seasonal product and experiences;
- A new seasonal travel media/influencer story and/or post showcasing your community to be featured on TNS and/or travel media/influencer channels;
- Opportunities for boosting content with TNS 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 (Simpleview) to share with approved tourism industry partners.





Lawrencetown Beach Provincial Park

### Emerging Destinations Program partners must:

- Have been in operation for at least one year, and as applicable, are in good standing with Nova Scotia Registry of Joint Stocks;
- Represent a community offering a minimum of five market-aligned tourism operators/products/events in summer, fall or winter;
- Agree that businesses/operators, events, 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 as 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 program deliverables by March 2024;
- Agree to take part in program meetings with a TNS tourism development advisor and complete deliverables by deadline; and
- Agree to report milestones and program feedback to TNS.



Keppoch Mountain

## REQUIREMENTS

Successful applicants 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.



Lunenburg

# COMMUNITY AND TOURISM CLUSTER MARKETING

## COMMUNITY CONTENT DEVELOPMENT PROGRAM

To be considered for the Community Content Development Program, applicants must demonstrate a need for visual assets such as photography, video or travel media content/coverage to be used for marketing purposes. Successful applicants will be determined based on current asset gaps in the TNS content library and how well the products you represent are able to motivate travel. Geographic representation and season extension will also be factors in determining partners. Each applicant will be required to provide a content project lead who can work with the TNS team and the Agency of Record, m5 Marketing Communications, producers to develop shot lists and coordinate shoot elements as required.

## COMMUNITY DIGITAL MARKETING PROGRAM

TNS and our Agency of Record will be creating seasonal tourism campaigns to run in Nova Scotia, New Brunswick and Prince Edward Island. Participants in this program will be featured in those advertising campaigns. The specific profile of your community or product cluster is to be determined but may include:

- Promoted posts on social media such as Instagram and Facebook
- Images, video or multi-image carousels
- Paid video ad placements on YouTube and other video platforms
- Digital ads on various news and other content websites
- Inclusion/mention in advertorial or editorial content or articles
- Inclusion in itinerary for travel media/influencers and resulting digital content

### Community and Product Cluster Marketing Program partners must:

- Have been in operation for at least one year, and as applicable, be in good standing with Nova Scotia Registry of Joint Stocks;
- Represent a community offering a cluster of a minimum of five market-aligned tourism operators/products/events in summer, fall or winter;
- Agree that businesses/operators, events, 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 as a Tourist Accommodation Registration for accommodations;
- Agree to take part in program meetings with a TNS marketing advisor and complete deliverables by deadline; and
- Agree to use Basecamp as a tool to organize and communicate program deliverables and outcomes.



## REQUIREMENTS

Partners will enter into a written contract with TNS and be required to deliver on the activities as jointly identified. Partner contribution includes time, coordination, and/or advertising assets 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.

To be considered for inclusion in the Community Digital Marketing Program, applicants should also have strong content assets and be prepared to provide TNS and its agency with photos and/or video that showcase your strongest assets or have participated in a content shoot with TNS in a past program.

### Ideal photo assets are:

- Mix of horizontal and vertical orientation
- Mix of landscape and beauty shots and images of people enjoying key experiences
- High resolution (i.e. files from the camera, not copied from a website)
- Unedited images (i.e. no filters applied)

### Ideal video assets are:

- Mix of horizontal and vertical orientation
- Mix of landscape and beauty footage and clips of people enjoying key experiences

- Source files (i.e. files from the camera, not website links, like YouTube or Vimeo)
- Unedited footage (i.e. no titles, graphics, or other elements applied)

## APPLY TODAY

Applications are open until **Tuesday, May 2, 2023 at 4pm (AST)**.

## EVALUATION

Applications will be reviewed by a panel of experts from Tourism Nova Scotia and our Agency of Record.

## CONTACTS

### Emerging Destinations Program:

Erin Hume, Tourism Development Advisor,  
erin.hume@novascotia.ca or 902-717-4831

### Community and Tourism Cluster Marketing Programs:

Meaghan Giffin, Marketing Advisor,  
meaghan.giffin@novascotia.ca or 902-497-0067



Mahone Bay