

Program Overview

Tourism Nova Scotia is responsible for tourism marketing and development efforts for the province, with a focus on developing and promoting world-class experiences and attracting first-time visitors. FAM tours are an important part of our marketing strategy, and they are an excellent way for you to gain exposure for your business.

Tourism Nova Scotia is continuously looking to partner with industry as part of our Familiarization Tour (FAM Tour) program. FAM tours consist of groups of Travel Trade or Travel Media.

The **Travel Media** Program contributes to Nova Scotia's Tourism plan by fostering and maintaining a strong relationship between the province of Nova Scotia and travel media from various markets so as to present the unique products and experiences we have to offer. Travel Media guests include television/film, radio, newspaper or magazine writers, photojournalists and social media influencers. Tours can last from a couple of days to several weeks and may involve individuals or a small group. Involvement will enhance awareness of your business and area to media outlets worldwide.

The **Travel Trade** FAM Program assists in educating travel agents, reservation agents, tour operators, wholesalers and group leaders to be a highly effective sales force for Nova Scotia products by allowing them to experience the products first-hand. Tours are usually four to seven days in duration and may involve individuals or groups. Involvement will enhance awareness and promote your business throughout North America and Europe.

As part of the FAM program we are looking to partner with operators to roll out the red carpet and showcase the best Nova Scotia has to offer. In an effort to maximize our budgets and welcome as many FAM guests as possible we ask operators to provide complimentary admission, a preferred rate, or added value experience.

As a participant in our Fam Tour Program, we require the following:

- Complimentary admission to event or operation
- If complimentary admission is not possible, then we request a minimum 30-50% discount, or complimentary contribution. (ie. Complimentary dinner with accommodations, complimentary wine tasting, etc.)
- Direct billing arrangements to Tourism Nova Scotia

Thank you in advance for your support and cooperation. We look forward to working with you to continue to grow our industry.

For more information about hosting FAM tours, please contact Natalie Shaw, Market Development Coordinator, at natalie.shaw@novascotia.ca or 902-237-8170.

Tips for Hosting FAM Tours

- **Research:** Take some time to read information about the prospective buyers or media. Look up their companies online, and read their brochures or literature. This indicates that you value their time and appreciate the opportunity to work with them. You can be sure they have done their homework to learn something about your property in advance and will appreciate the same courtesy in return.
- **Be prepared:** Make sure your staff are informed about the group—who they are, when they are arriving and departing, etc. Accommodations should have room keys ready to expedite check-in, and offer assistance with luggage. As well, make every effort to respect the time limits of a site visit or property tour.
- **Court and create relationships:** You are initiating the relationship by hosting them. You want to be wooing them with your expertise and professionalism, establishing yourself as an expert resource on your product and the destination. This trust and rapport is not only important in the moment, but also for future projects you may want to enlist their collaboration on.
- **Communicate:** You can never really give too much information, but be sensitive to overwhelming them with a lot of printed material. Put together a sales kit or a one-page sell sheet with the key information about your operation, including specific contact information. Offer printed materials on pertinent information such as rates, historical information and interesting facts. Offer to mail it if necessary. You can even make it easier for our guests by compiling all your information on a USB to present to them as a souvenir of their visit.
- **Share your social media handles:** Make it easy for your guests to share their experiences with their clients and followers on social media platforms. In addition to sharing your handles, social media is also an invaluable tool in the research phase. Measuring and comparing their followings on social media platforms is a good way to determine their eligibility as an influencer in their sphere. The higher the influence, the higher the return on investment.
- **Go above and beyond:** Roll out the red carpet! Participants will remember what went wrong before they remember what went right. Keep in mind that these travel professionals sell destinations—they want to feel 100% confident that their customers will have a great experience. They have relationships to foster and protect just as much as we do. If they are treated well, they will understand and feel confident that their customers will have the same experience and be willing to put their name and reputation out there to promote your product and area. Provide a souvenir gift. Have your chef greet the guests during dinner. Offer a complimentary glass of Tidal Bay when they check in. Learn how to say welcome in Mandarin or German. Take special requests into consideration. These kinds of things may take some extra time, but they will go a long way in creating a memorable experience.
- **Continue to nurture the relationship:** After the trip is over, send a thank you note! Our guests will go home with an overwhelming amount of information about a potential new destination or package, and you will want to ensure that you remain on their radar. Make yourself (or your key contact) available to them, make suggestions, and answer their questions. The trade will thank you for it, as will your future guests who arrive on your doorstep as a direct result of hosting the buyer.

Familiarization Tour Program Participant Form

Business Name & Address	
Contact Information	Name: Title: Telephone: Email:
Services Offered <i>Please provide a brief overview of services available.</i>	
Available Assistance <i>Please indicate the level of assistance you are able to offer</i>	<input type="checkbox"/> Complimentary <input type="checkbox"/> Discount. Discount Available: _____% <input type="checkbox"/> Complementary Product or Service Description: <input type="checkbox"/> Other. Please specify: <input type="checkbox"/> No assistance offered
Are you interested in Travel Trade, Media or both? <i>Please select all that apply</i>	<input type="checkbox"/> Travel Trade <input type="checkbox"/> Travel Media
Additional Comments	

Please return to Natalie Shaw, natalie.shaw@novascotia.ca