

# WELCOME



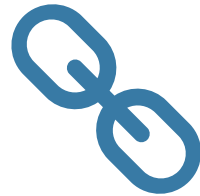
## How to Use Google Ads to Promote Your Business

June 29, 2023

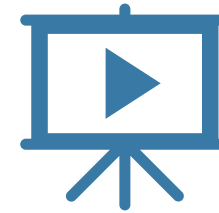
# HOUSEKEEPING



Post your questions using the Q&A. Our presenters or TNS staff may respond during or after the webinar.



Links and resources will be shared by email.



Webinar recording with Closed Caption available online:  
<https://tourismns.ca/webinar-series>





This webinar is offered in partnership between Tourism Nova Scotia and Digital Nova Scotia through DigiPort, a one-stop-shop of interactive services and educational opportunities to help tourism businesses develop digital marketing skills and access professional support to improve their online presence.

Sign up for Digiport at <https://nsdigiport.ca/>

**DigiPORT**

Digital Support for  
Nova Scotia's Tourism Sector

**Sign up**

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

# PRESENTER

Liam Tayler:

- Dedicated professional with over 25 years of experience managing all facets of emerging and existing business concepts.
- Specializes in the development of new business ideas, from concept to execution.
- Demonstrated history of working in the innovative agricultural industry.
- Skilled in Search Engine Optimization (SEO), Business Planning, E-commerce, Entrepreneurship and Strategic Planning.



# How to Use



# to Promote Your Business

# Google Ads for your Tourism Business



**Liam Tayler**  
Business Evaluator

IT Director - Reprographics 1990s (UK)

Founded eTienda in 2004 – e-commerce portal (Spain)

Founding member Haskapa 2011 – Marketing & Commercial Director (Canada)

SME Solutions 2016 – Owner, Business Advisor (Canada)

## Google Ads



- Pay Per Click (PPC) VS Search Engine Optimization (SEO)
- Google Ads
- Planning Your Ads –
  - Keywords
  - Audience
  - Structure, Campaigns, Groups and Ads
- Landing Pages
- Budget



# SEO



VS.

# PPC





# What is Search Engine Optimization (SEO)

“ The act of producing content and optimizing your web presence to perform well in search engine rankings  
Often referred to as "natural", "organic", or "earned" results ”



## Pros and cons of SEO



PROS ✓	CONS ✗
✓ Cost Effective	✗ Takes Time To Rank High
✓ Clicks Are Free	✗ Needs Commitment
✓ Sustained Results	✗ Needs Continued Monitoring
✓ Stability	✗ Time-Consuming
✓ Gets More Clicks Than PPC	✗ No Guarantees

# What is PPC



Paid advertising on search engines and social media sites to drive traffic and sales and increase brand awareness

The image shows a laptop screen titled "PPC ad examples" with four categories of ads circled in red and labeled with blue boxes:

- Shopping:** A search result for "storage shelving" showing product listings with prices: Global Industrial (\$205.95), Chrome Wire Shelving (\$169.00), 30-Tray Wooden (\$564.88), and Origami R5 Series (\$139.99).
- Search:** A text-based ad for "Free Business Coaching Session - A Personal Mentor" from emytn.com.
- Social:** A video ad for Adobe Marketo Engage on a social media platform.
- Display:** A banner ad for GEICO with the text "Still haven't bundled home and auto? Start saving more."

## Pros and cons of PPC



### **Pros**

Quick Results  
Targeting  
Easy to Measure and Track



### **Cons**

Expensive  
Short term results  
Skeptical Consumers

## Pros and cons of PPC



**PPC RETURNS**  
**\$2**  
**FOR EVERY**  
**\$1**  
**SPENT, RESULTING IN A**  
**200%**  
**ROI**



-smallbizgenius.com





## SEO & PPC - TOGETHER



Long term strategy

Organic, unpaid results

High quality traffic

Users trust organic results

Long lasting results



Instant results

Pay Per Click

Ads located top of SERPs

Highly targeted

Clicks stop when ads stop

# Where do you see SEO vs PPC

Google search results for "bed and breakfast in Lunenburg Nova Scotia". The search bar shows the query and navigation options like All, Maps, Images, Shopping, News, and More. The results show approximately 479,000 results in 0.46 seconds.

The first four results are marked as advertisements (Ad) with red circles around the "Ad" label:

- Ad** · <https://www.vacationrenter.com/hotels/lunenburg>  
**B&Bs in Lunenburg, Canada - B&b In Lunenburg**  
 Security Booking, Low Price Guarantee, and Flexible Cancellation. Book Today, Worry Free. The best hotel deals from the best sites, all in one place. Find your perfect stay. Daily Deals.  
[Last Minute Availability](#) · [Last-Minute Hotel Deals](#) · [Insane Hotel Deals](#) · [Lunenburg](#)
- Ad** · <https://www.airbnb.ie/>  
**Lunenburg Holiday Rentals & Homes - Nova Scotia, Canada |...**  
 Canada Vacation Rentals. Rent Homes from Friendly Local Hosts with Airbnb! Instant Booking. Superb Locations. 100% Free Registration. 100K+ Cities Worldwide. Best Prices.  
[View Our Special Offers](#) · [View most Popular Rentals](#) · [Winter Holidays](#) · [Pet Friendly Stays](#)
- Ad** · <https://www.bluepillow.ca/>  
**Lunenburg b&b - B&b Lunenburg**  
 Hotels, Holiday Homes, Apartments and B&Bs in **Lunenburg**. Best Price guaranteed!  
 Find the best accommodation in **Lunenburg** at the Best Price! B&Bs...  
[Start Searching](#) · [List Your Apartment](#) · [About Bluepillow.com](#) · [Need Holiday Inspiration?](#)
- Ad** · <http://www.booking.com/>  
**Bed & Breakfasts in Lunenburg - Great Rates, No Booking Fees**  
 Choose from a wide range of properties which Booking.com offers. Search now! Book a B&B in **Lunenburg** online. No reservation costs. Great rates. Hostels. Get Instant Confirmation.

Google search results for "bed and breakfast in Lunenburg Nova Scotia". The search bar shows the query and navigation options like All, Maps, Images, Shopping, News, and More. The results show approximately 479,000 results in 0.46 seconds.

The first result is a sponsored listing:

**The 10 best B&Bs in Lunenburg, Canada - Booking.com**  
 Most Booked B&Bs in Lunenburg This Month : Brigantine Inn - 8.0 Very Good 224 B&B reviews ; Smugglers Cove Inn - 8.6 Excellent 351 B&B reviews ; Salt Shaker Deli & ...

The second result is a local business listing:

**Inns and B&Bs - Town of Lunenburg**  
 Places to Stay in Lunenburg | Phones | Email  

Alicion Bed & Breakfast *	1-877-634-9358 902-634-9358	alicion@eastlink.ca
Addington Arms B&B *	902-634-4573	addingtonarms@gmail.com
Ashlea House B & B *	902-634-7150	info@ashleahouse.com

 View 19 more rows

**People also ask**

- Is Lunenburg worth seeing?
- What happened in Lunenburg?
- What are people from Lunenburg called?
- How big is Lunenburg?

The third result is another sponsored listing:

**Lunenburg Bed & Breakfast Inn Accommodations b&b ...**  
 We hope you'll feel at home in our beautifully restored, classic Victorian-style bed and breakfast Inn located on the edge of the World Heritage Site of Old ...

The fourth result is another sponsored listing:

**Lunenburg Bed and Breakfast • 5-Star Service • Alicion**  
 Come home to the Lunenburg bed and breakfast that stands out above others - Enjoy 5-star service at a favourite Lunenburg, Nova Scotia bed and breakfast inn.

The fifth result is another sponsored listing:

**Bed & Breakfast | Sail Inn Bed & Breakfast | Lunenburg**  
 In the centre of Old Town Lunenburg, The Sail Inn is in an unbeatable location with the most comfortable rooms in Lunenburg. A gourmet breakfast, which ...



# Google Business Profile



- Free
- Maintain Accurate Information
- Interact with Customers
- Attract new customers
- Links directly with Google Ads

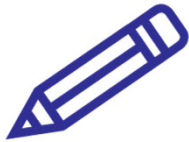


# What are Google Ads?



- Google Ads is the name of Google's pay-per-click (PPC) platform
- The most common type of Google Ads ad is the search ad
- Advertising through Google provides opportunities to advertise through various ad formats
- It offers niche targeting options that can help reach the right target audience

# Advertising on Google



## Search Based

Showing Text Ads to users who are actively searching for the category that you are advertising

User Intent/Pull



## Display Network

Clickable image ads that are displayed across various sites that have partnered with Google's Ad Network

User Behaviour/Push



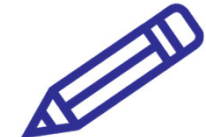
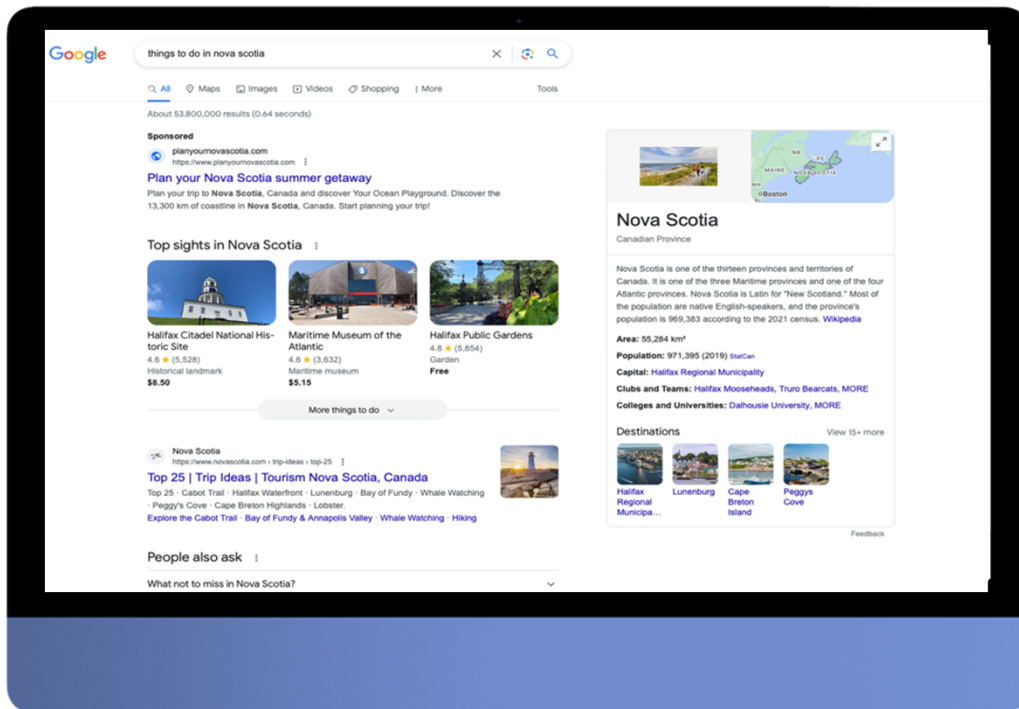
## YouTube

Video Ads that are displayed either before, during or after the content that the user is watching

User Behaviour/Push

# Search Ads

Showing text ads to users who are actively searching for the product/Category you are advertising



## Relevance

Matches the search query very closely

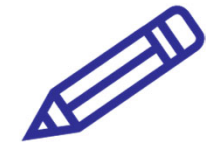
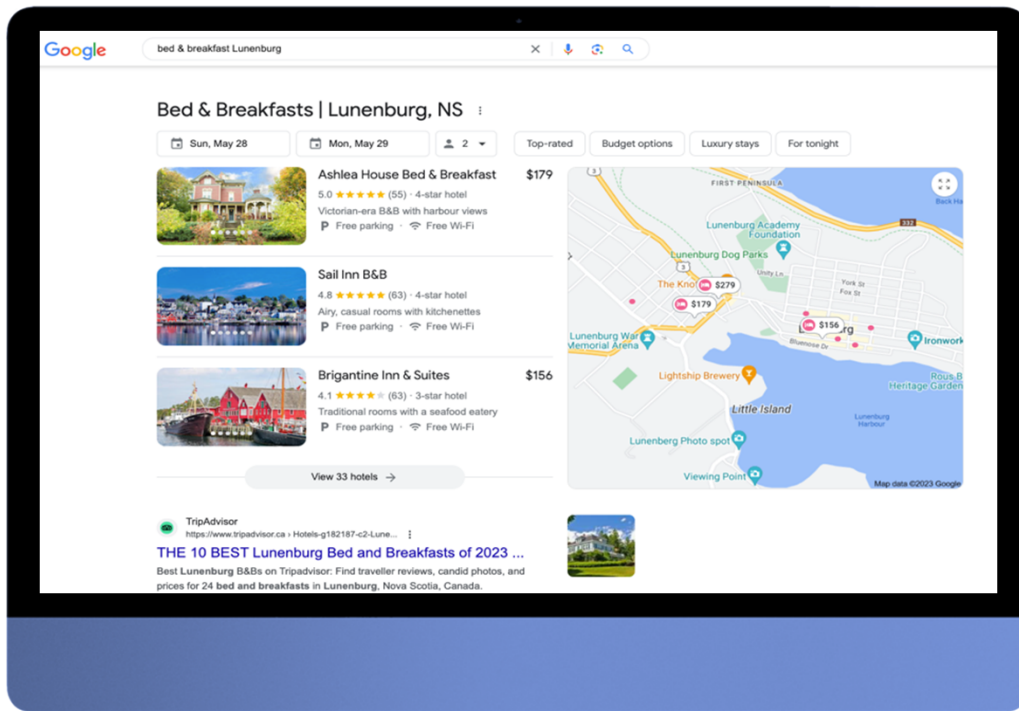
## Top of Page

Usually placed before organic search results



# Search Ads - HOTELS

Showing text ads to users who are actively searching for accommodation on Search or Maps



## Relate-ability

Matches the search query very closely

## Effective

Free listing OR you can pay to compete with the OTAs

# Search Ads - HOTELS

The screenshot shows a Google search for "bed and breakfast lunenburg". The search results are displayed in a grid format. On the left, there is a list of hotels with their ratings and amenities. The main content area shows the details for "Rum Runner Inn", including its location, photos, and booking options. A map on the right shows the location of the hotel in Lunenburg, Nova Scotia.

**Search Results:**

- bed and breakfast lunenburg
- All filters (1) Expand
- Lunenburg Arms Hotel: 4.5 stars (115), 4-star hotel, Free Wi-Fi
- Brigantine Inn & Suites: 4.1 stars (63), 3-star hotel, Free Wi-Fi
- 1775 Solomon House B&B: 5.0 stars (3), Kid-friendly
- River Ridge Lodge: 4.9 stars (58), 4-star hotel, Breakfast (\$)
- Salt Shaker Deli & Inn: 4.6 stars (843)
- Fisherman's daughter B&B: 4.8 stars (50), 4-star hotel, Free breakfast
- More results

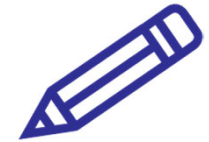
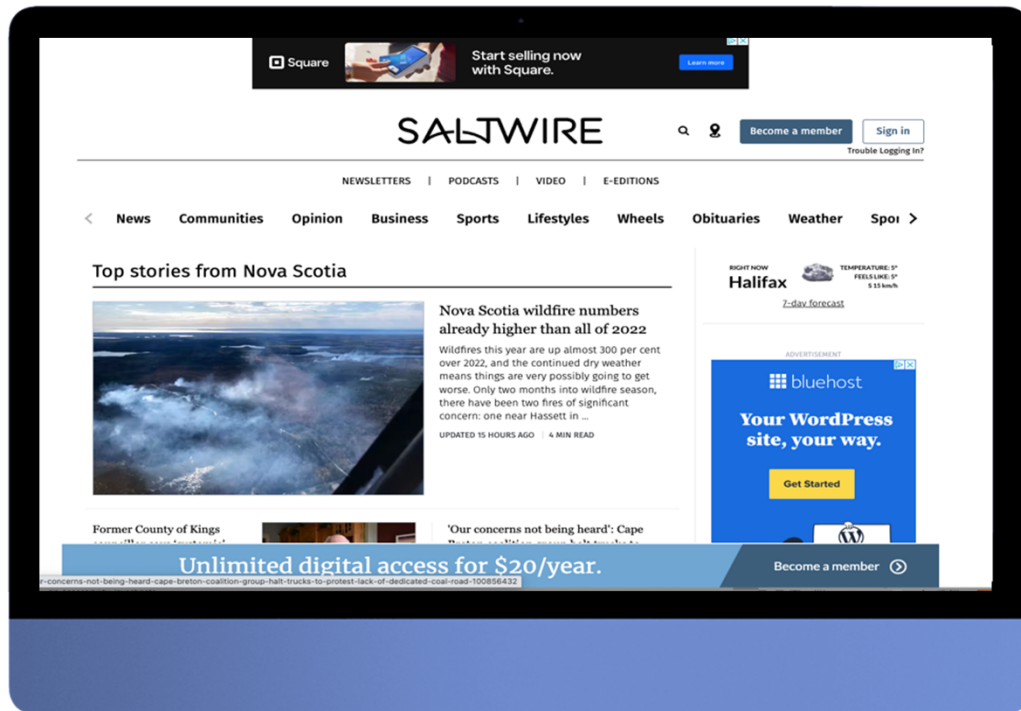
**Rum Runner Inn Details:**

- Check-in: Fri, Jun 9; Check-out: Mon, Jun 12; 2 guests
- Nightly price: \$232 (Expedia.ca)
- Free cancellation only: Off
- Sponsored - Featured options:
  - Expedia.ca: \$232, Free cancellation until Jun 6, 2 guests. Save with free membership. Save on the app. Visit site
  - Booking.com: \$212, Free cancellation until Jun 5, 2 guests. Visit site
  - Priceline: \$212, Free cancellation until Jun 5, 2 guests. Visit site
  - Tripadvisor.ca: \$212, Free cancellation until Jun 5, 2 guests. Visit site
- All options:
  - Rum Runner Inn: \$237, Official Site, 2 guests. Visit site

**Map:** Shows the location of Rum Runner Inn in Lunenburg, Nova Scotia, near Second Peninsula Provincial Park and Battery Point Breakwater Lighthouse.

# Display Ads

Clickable image ads displayed across various sites that have partnered with Google's Ad Network



## Illustrative

Usage of Images to attract attention

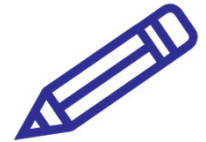
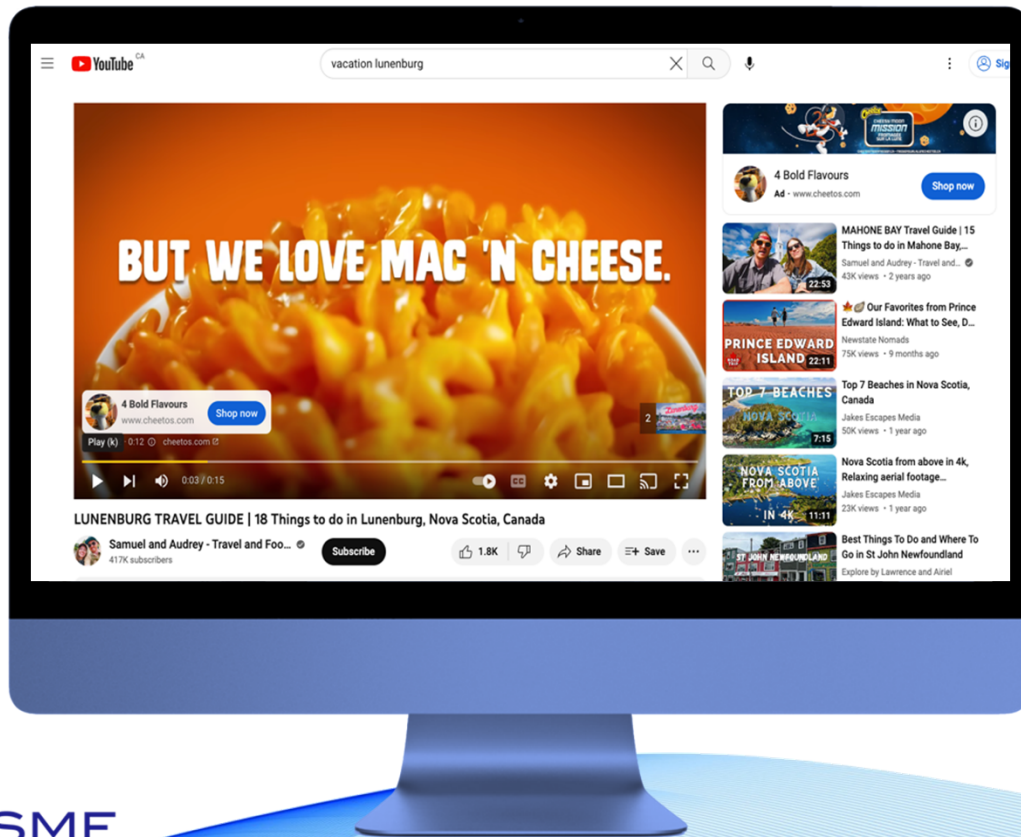
## Brand Awareness

Photographic content increases brand recall



# YouTube Ads

Clickable Video ads that are displayed across the YouTube platform



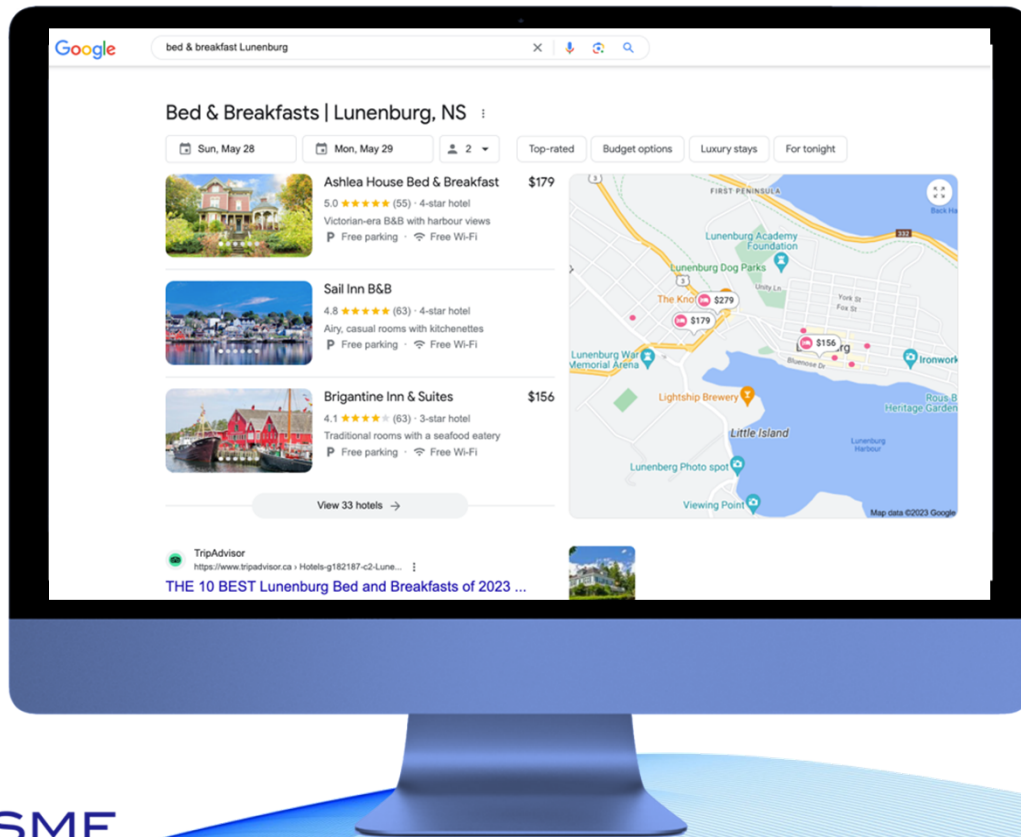
## Attention

Users watch the first 5 seconds of the video before the optional skip button is available

## Content

Allows for long form content up to 1 minute

# Keywords



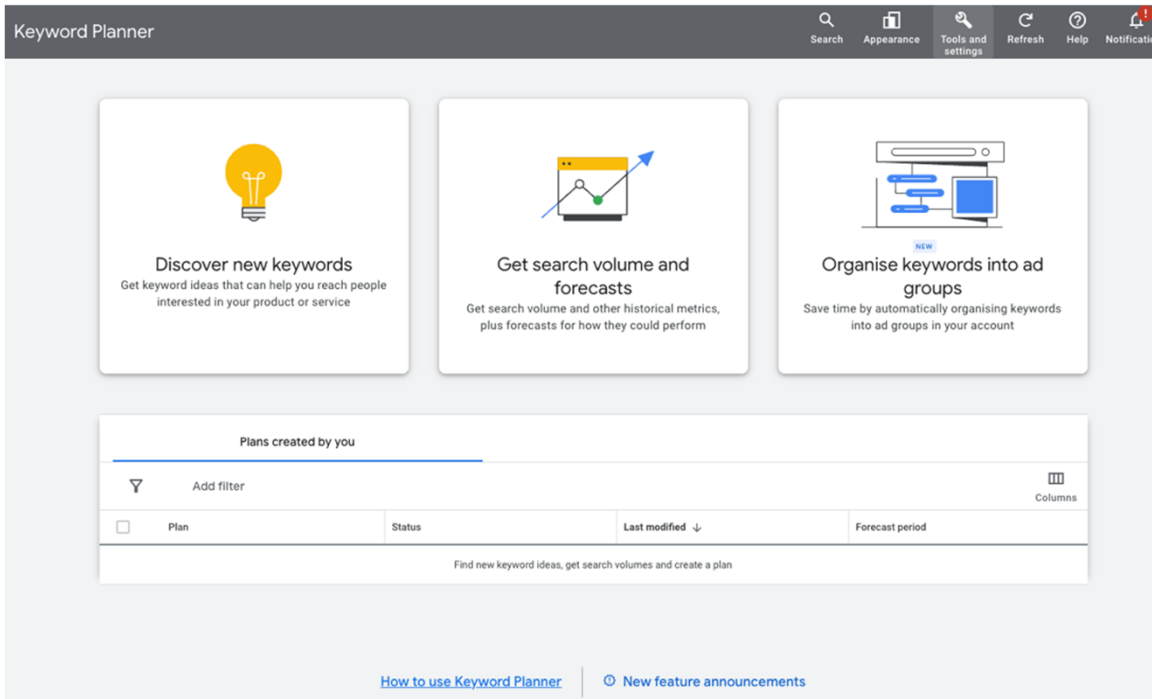
- What would people put into the search bar to find you?
- Are there groups of keywords for particular services/experiences you offer?
- Keywords can be “key-phrases” too
- 10-20 keywords for each service/experience.

# Match Types



Keyword Match Types			
	LOOKS LIKE	APPEARS FOR	COULD MATCH TO
<b>Broad match</b>	running shoes	Searches that <b>relate</b> to your keyword	<ul style="list-style-type: none"> <li>• tennis shoes for men</li> <li>• socks for running</li> </ul>
<b>Phrase match</b>	"running shoes"	Searches that <b>include</b> the meaning of your keyword	<ul style="list-style-type: none"> <li>• men's running shoes</li> <li>• best shoes for running</li> </ul>
<b>Exact match</b>	[running shoes]	Searches that <b>are</b> the same meaning as your keyword	<ul style="list-style-type: none"> <li>• running shoes</li> <li>• sneakers</li> </ul>

# Keyword Planner



The screenshot shows the Google Keyword Planner interface. At the top, there is a navigation bar with icons for Search, Appearance, Tools and settings, Refresh, Help, and Notifications. Below this, there are three main action cards:

- Discover new keywords:** Get keyword ideas that can help you reach people interested in your product or service.
- Get search volume and forecasts:** Get search volume and other historical metrics, plus forecasts for how they could perform.
- Organise keywords into ad groups:** Save time by automatically organising keywords into ad groups in your account.

Below these cards is a section titled "Plans created by you" with a table. The table has columns for Plan, Status, Last modified, and Forecast period. Below the table, there is a link to "How to use Keyword Planner" and a link for "New feature announcements".

1. Brainstorm initial Keywords relating to a product/service
2. Use a Keyword planner tool
  - <https://www.wordstream.com/keywords>
  - <https://ads.google.com/home/tools/keyword-planner/>
3. Refine the list to commercial intent (book, buy, rent... Etc.)
4. Group keywords together for each product/service



# Keyword Planner

Google Ads | Keyword plan

Search Appearance Tools and settings Refresh Help No

Keyword ideas

Forecast

Keyword plan

Saved keywords

Organise keywords

Negative keywords

accommodation Canada English Google May 2022 - Apr 2023

Broaden your search: + hotels + motels + booking + travel + house + transport + attractions

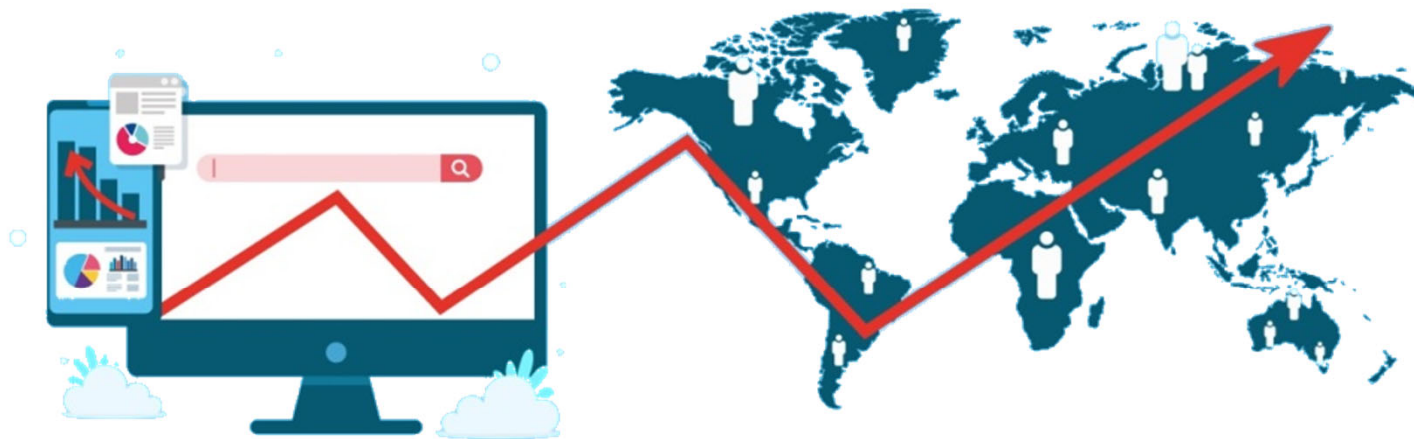
May 2022 Jun Jul Aug Sept Oct Nov Dec Jan 2023 Feb Mar Apr

Exclude adult ideas X Add filter 337 keyword ideas available Columns Keyword view ^

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account Status
Keywords that you provided								
<input type="checkbox"/> accommodation	60,500	-18%	+22%	Low	-	CA\$1.63	CA\$4.72	
Keyword ideas								
<input type="checkbox"/> booking hotel	18,100	+23%	+23%	Medium	-	CA\$2.26	CA\$6.59	
<input type="checkbox"/> bed and breakfast	33,100	0%	+22%	Low	< 1%	CA\$0.53	CA\$1.54	In Account
<input type="checkbox"/> guest house near me	720	+22%	+50%	Low	-	CA\$0.53	CA\$2.43	
<input type="checkbox"/> booking com hotels	1,300	+30%	+48%	Medium	-	CA\$0.96	CA\$3.73	
<input type="checkbox"/> cheap hotel near me	33,100	0%	+82%	Low	-	CA\$0.74	CA\$2.51	
<input type="checkbox"/> lodging	22,200	-33%	0%	Low	-	CA\$0.26	CA\$1.75	
<input type="checkbox"/> motels	165,000	+22%	+50%	Low	-	CA\$0.56	CA\$1.43	
<input type="checkbox"/> hotel rooms near me	2,400	0%	+123%	Low	-	CA\$0.69	CA\$3.31	
<input type="checkbox"/> disneyland hotels	18,100	-18%	+23%	Low	-	CA\$0.66	CA\$4.04	
<input type="checkbox"/> half price hotel	25,100	0%	-18%	Low	-	CA\$0.51	CA\$1.00	

# Your Audience

Geographic Based: Ads are displayed on where the customer is.



**GE  TARGETING**

# Your Audience

Audience-Targeting: Based on who the user is and their interests



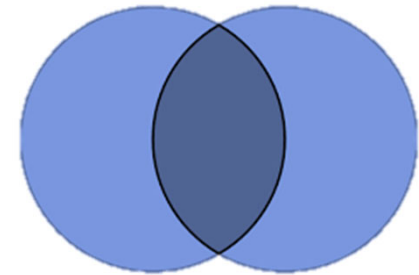
## Interest/Lifestyle

Ads are displayed on the basis of the type of websites the user has browsed.



## Demographic

Ads are displayed as per user's Age, gender, income, children etc.



## Similar Users

Ads are displayed on the basis of either retargeting or on a lookalike audience type



# Your Audience

Consumer-based: Your Audience is in the market for your product or category



## In-market Audience






Users that are currently in the market for a particular product.



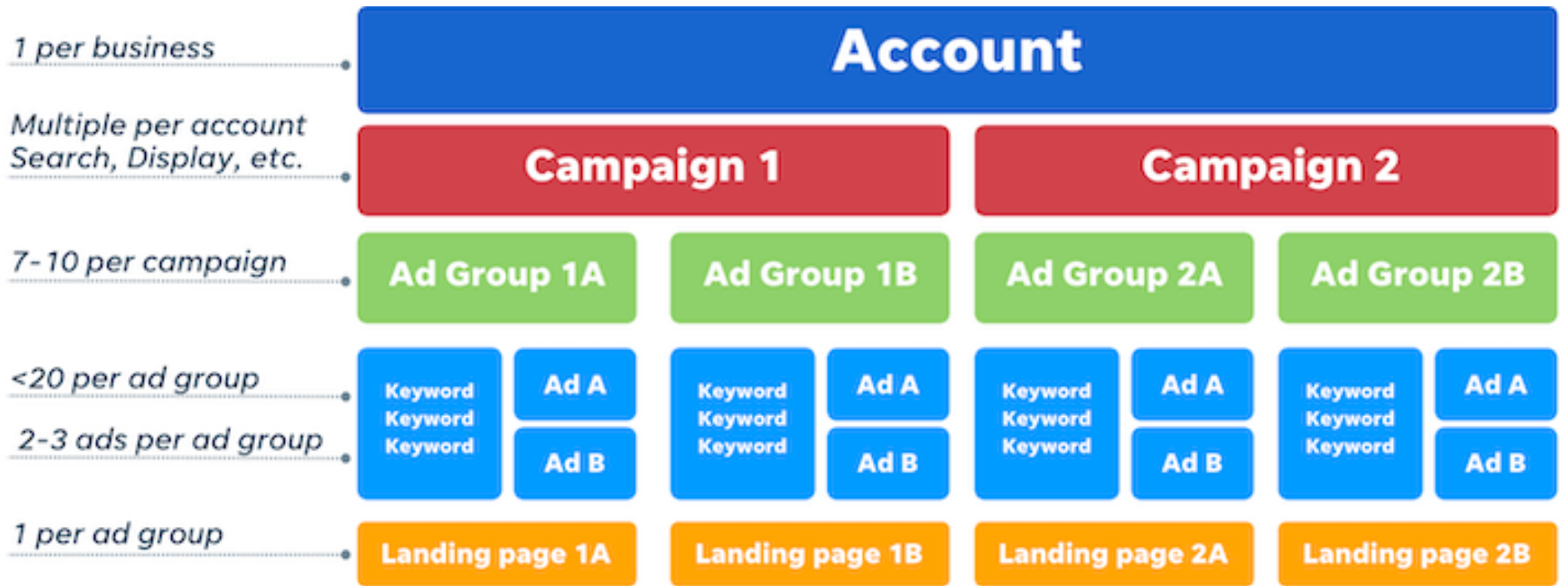
## Affinity Audience

Users that show a long term interest in a particular category can be targeted

# Google's "Micro-Moments"

 <p>I-want-to- mom (dreaming moments)</p>	 <p>I-want-to-get-away moments (dreaming moments)</p>	 <p>Time-to-make-a-plan moments (planning moments)</p>	 <p>Let's-book-it moments (booking moments)</p>	 <p>to-explore moments (exploring moments)</p>
--	--	--	--	---

# Google Ads Structure



## Campaigns



### Product/Product Category

A specific Product or Service you provide



### Customer Buying Journey

Create a campaign around whether your customer is “Dreaming”, “Planning”, or “Booking”



### Location

Physical Location of Service  
or  
Location of your Customer

# Campaign Objectives



**Choose your objective**

Select an objective to tailor your experience to the goals and settings that will work best for your campaign

 <b>Sales</b> Drive sales online, in app, by phone or in store	 <b>Leads</b> Get leads and other conversions by encouraging customers to take action	 <b>Website traffic</b> Get the right people to visit your website	 <b>Product and brand consideration</b> Encourage people to explore your products or services
 <b>Brand awareness and reach</b> Reach a broad audience and build awareness	 <b>App promotion</b> Get more installs, engagement and pre-registration for your app	 <b>Local store visits and promotions</b> Drive visits to local shops, including restaurants and dealerships.	 <b>Create a campaign without a goal's guidance</b> Choose a campaign type first, without a recommendation based on your objective.

[Create an account without a campaign](#)



# Ad Group – Example 1

## Bob's Bistro – Google Ads Account

### Eat-in Service Campaign

### Takeout Service Campaign

#### Eat-in Vegetarian ad group

#### Eat-in Non-Vegetarian ad group

#### Takeout Vegetarian ad group

#### Takeout Non-Vegetarian ad group

Eat-in Vegetarian Keywords

Ad A

Ad B

Eat-in Non-Vegetarian Keywords

Ad A

Ad B

Takeout Vegetarian Keywords

Ad A

Ad B

Takeout Non-Vegetarian Keywords

Ad A

Ad B

Eat-in Vegetarian Landing Page

Eat-in Non-Vegetarian Landing Page

Takeout Vegetarian Landing Page

Takeout Non-Vegetarian Landing Page

## Ad Group – Example 2

### Brenda's Bed & Breakfast– Google Ads Account

#### Queen Room Campaign

#### Family Room Campaign

Queen Room  
w/Jacuzzi Tub ad  
group

Queen Room  
w/Sea View ad  
group

Family room  
w/kitchenette ad  
group

Family room  
w/Sea View ad  
group

Queen  
Room  
w/Jacuzzi  
Tub  
Keywords

Ad A

Ad B

Queen  
Room w/sea  
view  
Keywords

Ad A

Ad B

Family room  
w/kitchenette  
Keywords

Ad A

Ad B

Family  
room w/Sea  
View  
Keywords

Ad A

Ad B

Queen Room w/Jacuzzi Tub  
Landing Page

Queen Room w/sea view  
Tub Landing Page

Family room w/kitchenette  
Landing Page

Family room w/Sea View  
Landing Page



## Ad Group – Example 3

### Bob & Brenda's Boisterous Boat Rides – Google Ads Account

#### Whale Watching Campaign

#### Couples Cruise Campaign

Educational  
Whale Watching

Romantic Whale  
Watching for  
Couples

Swim/snorkel  
cruise

Wine Tasting  
experience sunset  
cruise

Educational  
Whale  
Watching  
Keywords

Ad A

Ad B

Whale  
Watching  
for Couples

Ad A

Ad B

Swim/Snorkel  
Cruise  
Keywords

Ad A

Ad B

Wine Tasting  
experience  
sunset  
cruise  
Keywords

Ad A

Ad B

Educational Whale Watching  
Landing Page

Whale Watching for  
Couples Landing Page

Swim/Snorkel Cruise  
Landing Page

Wine Tasting experience  
sunset cruise Landing Page

< > Add a final URL

**Ad strength** [?](#)  
Incomplete

- Add more headlines [View ideas](#)
- Include popular keywords in your headlines [View ideas](#)
- Make your headlines more unique [View ideas](#)
- Make your descriptions more unique [View ideas](#)

**Final URL** [?](#)  
https://www.example.com  
Required

**Display path** [?](#)  
www.example.com / /  
0 / 15      0 / 15

**Headlines 0/15** [?](#) [View ideas](#)

New headline	
Required New headline	0 / 30
Required New headline	0 / 30
Required New headline	0 / 30
New headline	0 / 30
New headline	0 / 30
New headline	0 / 30
<a href="#">+ HEADLINE</a>	

**Descriptions 0/4** [?](#) [View ideas](#)

New description	
Required New description	0 / 90

**Preview** [?](#)

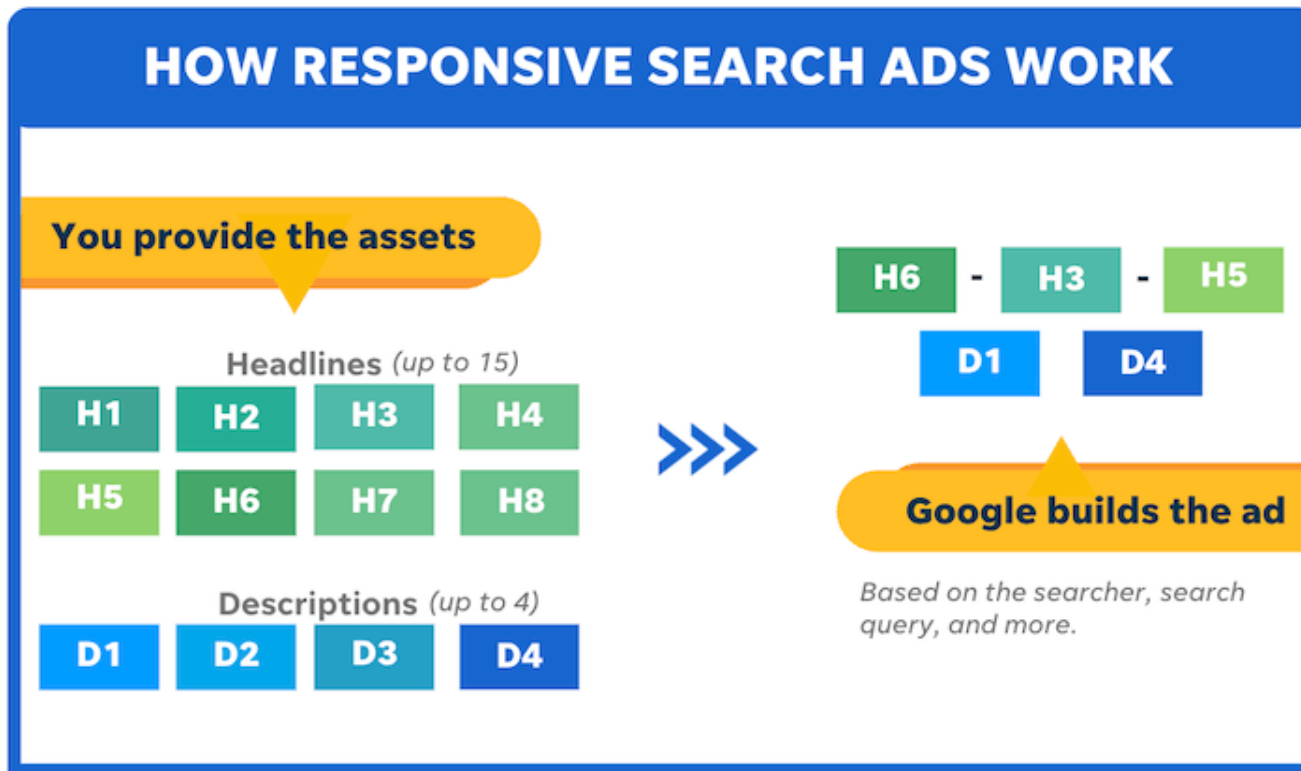
Ad · www.example.com/

Headline 1 | Headline 2 | Headline 3

Description 1. Description 2.

This preview shows potential ads assembled using your assets. Not all combinations are shown. Assets can be shown in any order, so make sure that they make sense individually or in combination, and don't violate our policies or local law. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)

# Responsive Ads



# Responsive Search Ad Cheat Sheet

**At least 8-10 headlines**

And 3 descriptions.  
Maximum 15 headlines  
and 4 descriptions

**DISTINCT headlines**

Google will not show  
similar variations.

Headlines	Character Count
My Happy Clothes	16/30
My happy clothes	16/30
Eco-friendly Fashion	20/30
Kids Clothing	13/30
Natural Fabrics for Kids	24/30
20% Off All Onesies	19/30
Free International Shipping	27/30
Buy Online Today	16/30
Designed in Buenos Aires	24/30

**Pin sparingly**

Over-restricting can  
hurt your performance.

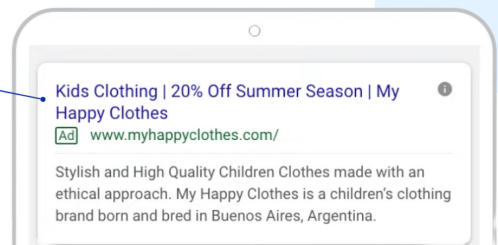
**Exclude keywords**

3 headlines should  
not include keywords,  
but a feature, benefit,  
or CTA instead.

**Vary headline lengths**

Do not maximize character  
count for each headline.

Up to 3 headlines and up to 2  
descriptions CAN show, but won't  
always, so don't pin headline 3 or  
description 2.



## Why have multiple Ads?



### Unique

Communicate a unique aspect of your product/service



### Keywords

Focus each ad on different keywords in the Ad group



### Call-to-action

Each Ad can identify a different call to action



### Effective

Google can choose the most appropriate Ad for the search



# Landing Pages

Landing pages are where you turn visitors into customers

- Never use your homepage
- Keep it simple
- Remove extra navigation
- Match the content to the origin

**BEACH VACATIONS ON SALE**  
For travel 12/1/2018-8/31/2019

**\$75 OFF FLORIDA**  
3+ night stay  
Use promo code: **BeachUSA**

**\$125 OFF INTERNATIONAL**  
5+ night stay  
Use promo code: **Beach**

6 DAYS 14 HOURS 2 MINUTES 48 SECONDS  
\* New bookings. Restrictions apply.

American Airlines Vacations Destinations Deals Hotels Vacation Types [AA Advantage login](#)

Save up to \$125 on beach vacations  
\$75 off Florida, \$125 off international through December 12

Relax on second-class beaches with a special limited-time discount when you book your flight and hotel together.

**Florida**

- Book before December 12, 2018
- Travel December 1, 2018 through August 31, 2019
- 3-night minimum stay required
- Save \$75 with promo code: **BeachUSA**

**Caribbean, Mexico, Hawaii, Costa Rica and Panama**

- Book before December 12, 2018
- Travel December 1, 2018 through August 31, 2019
- 5-night minimum stay required
- Save \$125 with promo code: **Beach**

[Book now](#)

[Terms and conditions](#)

**Why book with us?**  
Learn more about our guarantee »

- ✓ Book together and save
- ✓ Earn bonus miles
- ✓ Buy now, pay later
- ✓ Use miles to book
- ✓ 24/7 support

## Budgeting



- How does Google Ads fit into my marketing budget?
- How much are the CPCs (Costs per click) ?
- Make sure your ads can be measured.

## Review: Steps to create your own Ads

### 1. Campaign Level

- Objective
- Choose your Campaign Type
- Specify Location & Language
- Determine your Budget

### 2. Ad Group Level

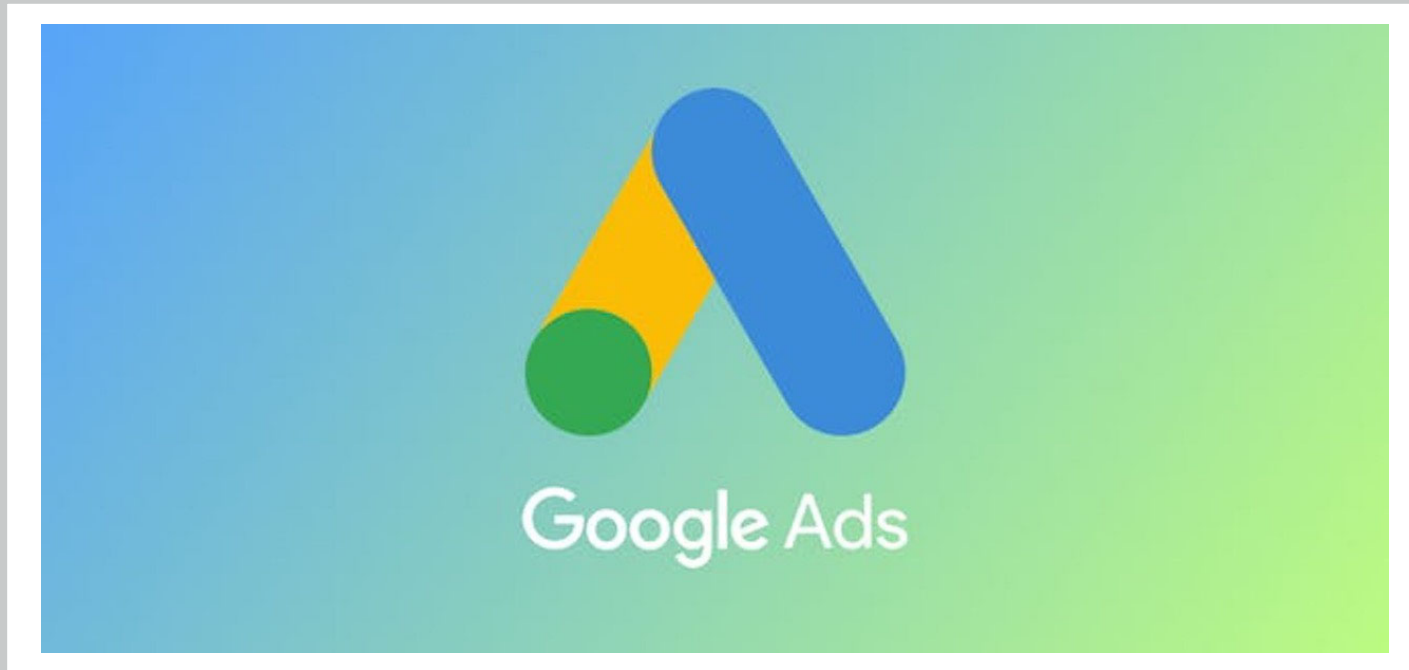
- Set up your keywords

### 3. Ad Level

- Design your ad
- Design Landing Page

### 4. Review!!!!





**Liam Tayler**

Business Evaluator

902 298 4193

[liam.tayler@smesolutions.ca](mailto:liam.tayler@smesolutions.ca)

# UPCOMING WEBINARS

- No webinars in July and August
- Webinars will resume in September

Sign-up for TNS News & Resources

<https://tourismns.ca/news-resources> for future webinar date announcements.



See recordings of previous webinars and related tip sheets:

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



# EXPORT Travel Trade Program

Get one-on-one coaching through the EXPORT Travel Trade Program to develop partnerships with tour operators and travel agents so you can attract more national and international customers.

## **Application deadline:**

September 30, 2023, or until all spaces are filled.

<https://tourismns.ca/export-travel-trade>



# STAY CONNECTED WITH TNS

- 🌐 Contact Business Development: [TNSBusiness@novascotia.ca](mailto:TNSBusiness@novascotia.ca)
- 🌐 Corporate website: <https://tourismns.ca/>
- 🌐 Consumer website: <https://novascotia.com>
- 🌐 TNS News & Resources: <https://tourismns.ca/news-resources>
- 🌐 Corporate Twitter: <https://twitter.com/TourismNS>
- 🌐 Corporate LinkedIn: <https://www.linkedin.com/company/tourismnovascotia/>

