

TOURISM NOVA SCOTIA RESOURCES FOR EVENTS



Events help showcase Nova Scotia's culture, heritage and cuisine and inspire people to travel to and within the province. As a division of Communities Culture, Tourism and Heritage, Tourism Nova Scotia offers research, coaching, programs and marketing support to help festivals and events attract attendees. See the broad range of services and programs available below or contact a member of our team to help identify the right opportunities for you.

Events Nova Scotia is a division of Communities, Culture Tourism and Heritage that works with communities and event organizers to attract and develop major sporting, culture and entertainment events across the province. Their work is guided by the [Nova Scotia Event Strategy](#).

Learn more about programs and services available through Events Nova Scotia at <https://events.novascotia.ca>.

Development

- **Inform Event Development**—Tourism Nova Scotia's advisors can provide market research insights and coaching to help develop and enhance uniquely Nova Scotia events that have the ability to motivate travel.
- **Experience and Package Development**—The sector development team offers tools, guides, resources, webinars, and workshops to help businesses and organizations work with events to develop packages and experiences with an event component.

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

- **Digital Adoption**—Festivals and events 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 ticket sales.

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

Events can register for the DigiPort online resource centre at no cost to access tools and resources to 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/>.





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

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

Marketing

- **NovaScotia.com Package and Event Listings**—Create a free listing on NovaScotia.com to showcase your festival or event to the more than 7million annual website visitors. Consider creating a package to add value for customers or work with businesses in the area to create packages featuring accommodations, meals or other activities.

See eligibility criteria for listings: <https://tourismns.ca/eligibility-and-listing-requirements>

Add your package or event listings through the online Partner Portal: <https://partners.novascotia.com/>

Contact: Stephanie Wadden, Digital Marketing Co-ordinator, stephanie.wadden@novascotia.ca.

- **NovaScotia.com Pages for Large Events**—Large festivals and events (like Bluenose 100 for example) work with Tourism Nova Scotia to create a stand-alone page on NovaScotia.com that can link all individual events, packages, etc. so visitors can get an overview of the full event in one place.

Contact Michelle Sears, Digital Marketing Advisor, at michelle.sears@novascotia.ca.

- **Digital Travel Guide**—The Doers & Dreamers Travel Guide is published on NovaScotia.com as a downloadable PDF or flip book. Signature events can be included in the Don't Miss Events section of the guide. Upload your event information through Partner Portal to be considered.
- **Digital Content Marketing Program**—Events 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**—Unique events with the ability to motivate national and international travel 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 events through our communication with journalists and influencers, provide media monitoring to track coverage of a specific event, or partner with events to host press trips including the event. Contact Hannah Crawford, Marketing Co-ordinator, at hannah.crawford@novascotia.ca.
- **Travel Trade**—Tourism Nova Scotia can work with market ready, uniquely Nova Scotia signature events that have the capacity to offer group sales pricing to educate and advise on opportunities to develop and promote packaged holidays that include these events. Contact Hannah Crawford, Marketing Co-ordinator, at hannah.crawford@novascotia.ca.



- **Compelling Tourism Community Content and Digital Marketing Programs**— Work with Tourism Nova Scotia to create photos and video featuring events, host travel media to generate inspiring editorial content, or deliver digital marketing campaigns in Atlantic Canada.

See: <https://tourismns.ca/ctc-programs>

- **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 festivals and events. Festivals and events can distribute brochures through the visitor Information centres and some centres offer the option to display posters or add events to upcoming event boards.

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, social media, and broadcasts for events.

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

- **Event Highway Signs**—Major events can apply to install signage on 100-series highways for up to three weeks prior to the date of the event. For more information or to apply for signage, contact Jennifer McKeane, jennifer.mckeane@novascotia.ca.

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 event-related questions and gain insights to inform event planning, development, and growth.

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

- **Voice of the Visitor Survey Program**—Partner with us to conduct surveys among past visitors to Nova Scotia to gain insights about visitors' perspectives on topics that are important to your business or organization.

See: <https://tourismns.ca/voice-visitor-survey-program>

- **Event Concept Evaluation**—Organizations and event planners have the opportunity to test event concepts when we complete concept evaluation research with target markets. Tourism Nova Scotia is particularly interested in testing seasonal and cultural events available only in Nova Scotia.

Contact: tourismresearch@novascotia.ca.



Other Resources

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

See upcoming webinars or view recorded webinars at:

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

Regional Contacts

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

Erin Hume

Regional contact for: South Shore, Eastern Shore

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Regional contact for: Cape Breton, Yarmouth & Acadian Shores.

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