

COMPELLING TOURISM COMMUNITIES MARKETING INITIATIVES 2024/2025



TOURISM
NOVA SCOTIA 



Main & Mersey Home Store and Coffee Bar, Liverpool



Cabane d'Horizon Luxury Staycation, Saulnierville

OVERVIEW

Tourism Nova Scotia's Compelling Tourism Communities (CTC) Marketing Initiatives focus on the depth and breadth of products and experiences that showcase the province's ocean landscape, history, culture, and communities. Through CTC, compelling photos and videos, editorial content, and digital advertising campaigns are developed to promote Nova Scotia's unique communities and tourism products.

New in 2024, the CTC Marketing Initiatives will provide local communities with the opportunity to offer your valuable insights to inform advertising, content and travel media programming. Community insights will aid in the development of seasonal advertising campaigns for Atlantic Canada and the selection of locations to shoot high-quality photo and video assets to promote communities and businesses. Input will also influence the itinerary development for travel media press trips.

Please review the CTC Marketing Intake Form section on page 4 to find out how you can provide your valuable input into marketing campaign and content development.

CTC ADVERTISING

In 2024, through the CTC Marketing Initiatives, three provincial campaigns, summer, fall and winter will be developed to run in Nova Scotia, New Brunswick, Prince Edward Island, and St. John's, Newfoundland.

We are inviting partners such as regional tourism organizations, municipalities, community tourism organizations or business chambers, sector organizations, and product clusters to provide input and insight into what attracts visitors to their regions, and we will use this input to inform campaign content development. Tourism Nova Scotia (TNS) is looking for a regionally diverse selection of communities, events, products and experiences to be part of the advertising campaigns. Using TNS's existing, high-quality content (inclusive of travel motivators for the regional audience), these campaigns will promote travel throughout the province, and encourage travellers to visit and enjoy Nova Scotia's communities and unique experiences.

CTC CONTENT DEVELOPMENT

Using input from our partners, we will identify opportunities to create high-quality photos and videos to build marketing assets, particularly in areas/sectors that have untapped potential for content to support effective marketing initiatives. This initiative will also provide industry partners with content for your marketing activities. TNS is looking for input from industry partners to help identify content gaps such as ‘hidden gems’, new seasonal content, new and existing tourism centered products, and events. TNS is also looking to capture content that reflects the diversity of our residents and visitors and with a family focus. TNS will be looking for a mix of beautiful locations and purchasable products/services/events.

TNS will capture content by working with content creators such as production companies, photographers and/or influencers. Final content will be uploaded to Simpleview (TNS’s photo and video content bank) for use by the tourism industry and travel media/travel trade to promote the province as a travel destination. This content may also be used in TNS marketing activities such as advertising campaigns, novascotia.com, e-newsletters, social media, travel media, travel trade, and digital Doers & Dreamers Guide.



Two Planks and a Passion Theatre, Canning

CTC TRAVEL MEDIA

Using input from our industry partners, TNS will work with content creators in each core market (Canada, United States, United Kingdom, Germany) to explore a specific area/region of the province or a specific product/experience cluster. The goal is to create content that encourages travellers to visit and enjoy Nova Scotia’s unique, compelling communities and experiences. Content will focus on ‘hidden gems’ not yet captured, seasonal content, events, and new and existing products generating tourism interest. Content will include a mix of purchasable products/services/ events, in various locations around the province.

The content creators will participate in a self-driven press trip developed by TNS. These content creators will publish and promote high-quality content that uses authentic storytelling to inspire potential visitors to plan and book travel in Nova Scotia. Content will be tracked using #CompellingNovaScotia and deliverables will be shared with TNS for possible inclusion in advertising campaigns, social media, newsletters, etc. Deliverables may include the following marketing activities:

- license and royalty free images, in perpetuity
- reels and/or YouTube videos
- blog posts on travel media’s website
- social media posts

All content will be shared for use by industry partners when and where applicable and photo deliverables will be available on Simpleview.



Emera Oval, Halifax



HOW DO I PROVIDE INPUT INTO THE CTC MARKETING INITIATIVES?

TNS is seeking industry partner insights regarding tourism products and experiences in your area that drive visitation. Content and campaigns will focus on summer, fall and winter activities and events.

- What are your hidden gems?
- What tourism product is new in your area?
- What events attract travellers to your area?
- What products/services would you like to see covered in your area that you feel drive visitation?
- What do you feel in your area is underrepresented in terms of photo and video content?

Tourism Nova Scotia is committed to advancing equity, diversity, inclusion, and accessibility (EDIA) in Nova Scotia, and we support partners who share in this commitment. We will prioritize content development and inclusion of businesses and organizations owned by equity-deserving groups or that include activities that help give these communities a voice.



CTC MARKETING INTAKE FORM

To garner these insights, TNS is asking industry partners to complete the [CTC Marketing Intake Form](#). This form will be available on the [tourismns.ca](#) website until **April 4, 2024**. TNS will evaluate submissions and will use this input to inform the CTC marketing activities. A summary of the content selected for each activity will be available on the [tourismns.ca](#) website. A notification will be sent to all participants who complete the CTC Marketing Intake Form once the content information has been posted to [tourismns.ca](#).