

2024 Marketing Plans & Industry Opportunities

May 7, 2024

TOURISM
NOVA SCOTIA 



AGENDA & HOUSEKEEPING

- Current tourism landscape and trends
- Overview of 2024 marketing campaigns
- Industry programs and resources



Membertou Heritage Park

CURRENT TOURISM LANDSCAPE & TRENDS

TOURISM
NOVA SCOTIA 



2023 VISITATION



**2.2
Million**

Total Visitors

+14% compared with 2022
-6% compared with 2019



813,000

Visitors by Air

+12% compared with 2022
+7% compared with 2019

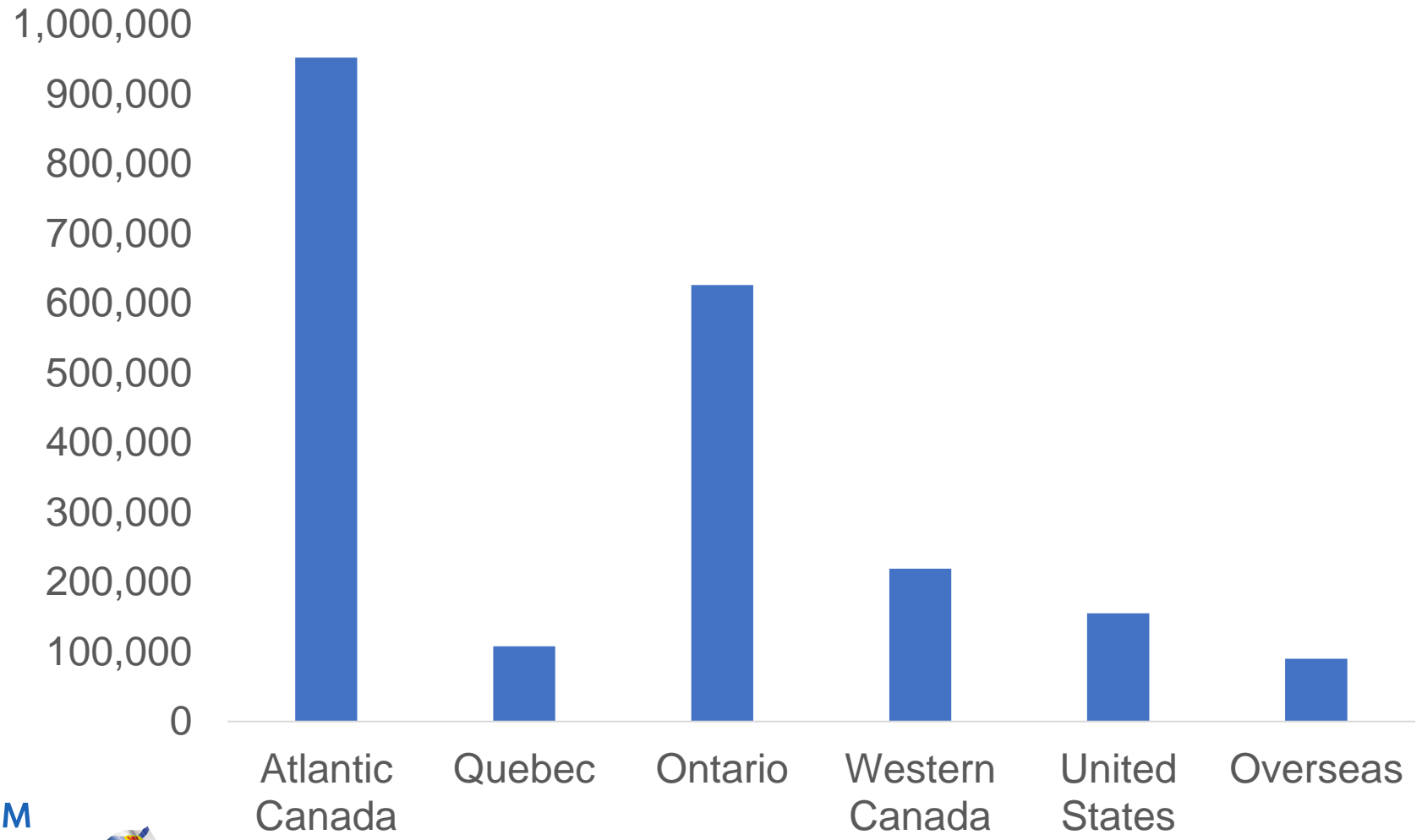


**1.3
Million**

Visitors by Road

+15% compared with 2022
-13% compared with 2019

WHERE OUR VISITORS ARE FROM



2023 ACCOMMODATIONS



Room Nights Sold
TNS Database

+3% compared with 2022
+9% compared with 2019



Room Nights Booked
Sharing Economy Platforms

+5% compared with 2022
+21% compared with 2019



Average Room Rate

+13% compared with 2022
+31% compared with 2019

OUTLOOK FOR 2024



COOLCATIONING



STARGAZING



AUTUMN IS THE NEW SUMMER



OVERVIEW OF 2024 MARKETING CAMPAIGNS

TOURISM
NOVA SCOTIA 



NORTH AMERICA

Markets:

Ontario (Toronto, Ottawa)
Quebec (Montreal)
Northeast USA (Boston)
Calgary, AB

Timing:

April to August 30
Sept. to October (Ontario only)

Tactics:

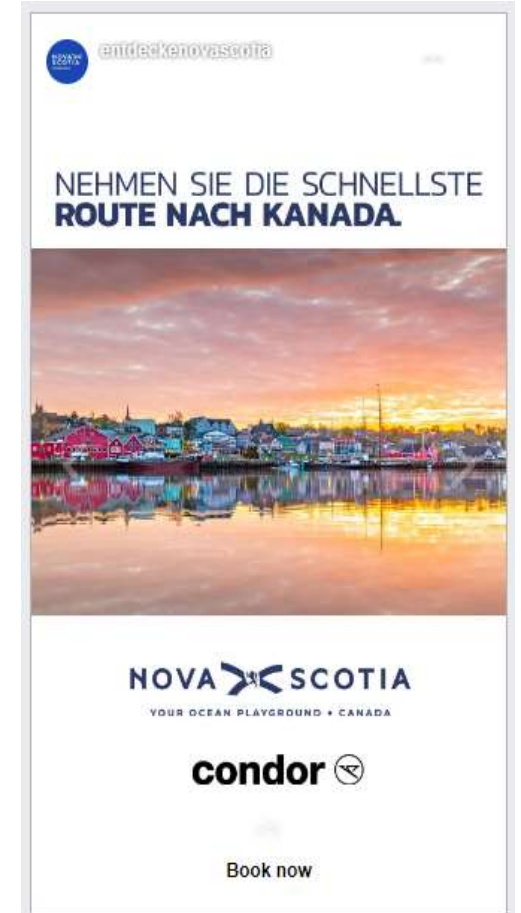
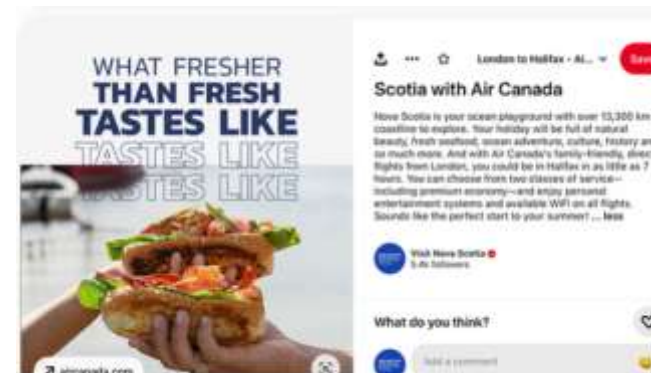
TV, Connected TV, Billboards, Digital Video, Digital Display, Social Media, Search, Specialty Buys (ie. Uber)



UNITED KINGDOM AND GERMANY

Travellers from the UK and Germany spend more and stay longer than North American visitors.

- Campaigns in the UK and Germany ran from January to April 30
- Partnerships with HIAA and airlines
- Tactics in these markets are digital and include YouTube, Display, Social Media and Search



ATLANTIC CANADA

Highest volume of visitors are from Atlantic Canada.

- 2024: CTC Advertising Program
 - 3 advertising campaigns: Summer, Fall and Winter
 - 4 Atlantic Provinces
- Digital Content Marketing Program
 - Co-invest with partners on digital ads
- RADIATE Tourism Program
 - Fall and Winter advertising campaigns to promote compelling travel packages



Nova Scotia
Sponsored · 🌐

Treat someone you love to a Nova Scotia experience! Tour wine country, visit a Nordic spa, go on a helicopter tour & more!

GIVE THE GIFT OF A NOVA SCOTIA EXPERIENCE.

novascotia.com
Give the Gift of NS
Nova Scotia Experiences [Learn more](#)

Michelle Sears and 4 others

Like Comment Share



Nova Scotia
Sponsored · 🌐

Don your cozy long johns and head to the Truro Winter Long John Festival for shopping, hiking, skating & more!

TRURO LONG JOHN FESTIVAL
FEBRUARY 16-19TH, 2024

novascotia.com
Nova Scotia Winter Events [Learn more](#)

271 30 comments 65 shares

Like Comment Share



NOVA  SCOTIA

YOUR OCEAN PLAYGROUND

CAMPAIGN VIDEO



OUT OF HOME DIGITAL BILLBOARD



OUT OF HOME DIGITAL BILLBOARD



OUT OF HOME DIGITAL BILLBOARD



TORONTO STREETCAR



STREETCAR TRIPLE MURAL
TORONTO

UBER JOURNEY ADS: BOSTON & TORONTO

Dispatch



En-Route



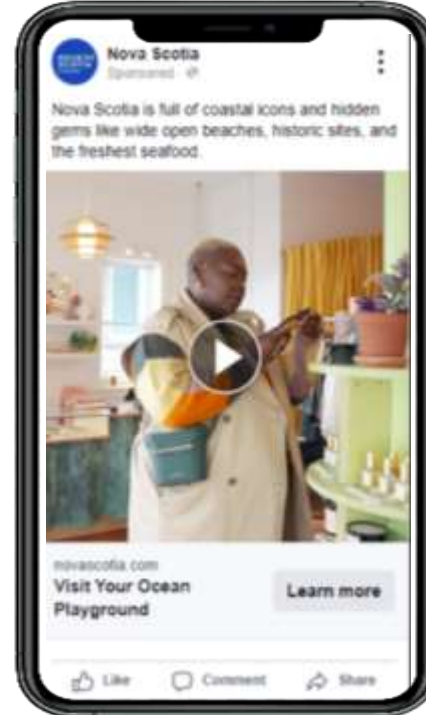
On Trip



SOCIAL AND DIGITAL DISPLAY



SOCIAL MEDIA



FILM TOURISM CAMPAIGN

Film tourism aims to drive awareness of the beautiful Nova Scotian communities which are used as backdrops for popular television shows and movies.



Marketing Activities Include:

- Advertising campaign created to capitalize on the popularity of Sullivan's Crossing on TV, connected TV and social media
- NovaScotia.com content to bring awareness to the communities and tourism businesses that are featured in television shows and movies.

FILM TOURISM VIDEO



EVENTS

- Festival and event listings
- Consumer newsletters
- Social media advertising



FESTIVALS & EVENTS

Le Congrès mondial acadien 2024
 Yarmouth, Yarmouth & Acadian Shores
 August 10, 2024 - August 18, 2024



FESTIVALS & EVENTS

ROCKWOOL Canada Sail Grand Prix I Halifax
 Halifax, Halifax Metro
 June 01, 2024 - June 02, 2024

ATLANTIC CANADA AGREEMENT ON TOURISM (ACAT) PARTNERSHIP

- Expedia campaign runs May to October in Ontario, Quebec, Calgary, and Boston
- Ontario: new innovative tactics and Fall campaign support
- Brand campaigns in UK and Germany
- Travel trade and travel media activity



NOVASCOTIA.COM & SOCIAL MEDIA



All campaign assets push to NovaScotia.com

- Ensure your operator listings are updated
- Events and packages listings are updated
- You're using the **#VisitNovaScotia** so that your user generated photos are pulled into the photo galleries on the website


PHOTO & VIDEO LIBRARY

- Access photos, b-roll footage and finished videos
- Can be used on your channels to promote travel to Nova Scotia
- <https://novascotia.barberstock.com/>



MARKET DEVELOPMENT

- Tour Operator Partnerships – more than 60% of travellers from further away markets book their trips using travel trade
- Familiarization (FAM) Tours – working with WestJet, Air Canada, Icelandair and Discover Airlines
- Marketplaces provide a key opportunity to create awareness of Nova Scotia and export ready businesses



NOVA SCOTIA, CANADA

WONDERS OF ATLANTIC CANADA'S NOVA SCOTIA

- ✓ 12 nights in 3* and 4* hotels
- ✓ Includes direct Air Canada flights and car hire
- ✓ Explore Halifax, New Glasgow and Cape Breton Island

BOOK IT
FROM £1,999

MARKET DEVELOPMENT (CONT)

- Press Trips - hosting media is a cost-effective way to produce published content, develop marketing and reach millions of potential travellers outside the scope of paid advertising
- Travel Trade and Travel Media Resources



TRAVEL MEDIA: CREATOR COAST 2024



As one of Canada's three Maritime provinces, Nova Scotia stands as a unique and dreamy Canadian destination. With varied and stunning landscapes, friendly locals, and traditions that are downright quirky, Nova Scotia is unlike any destination in the world.

From the iconic Appalachian Mountain ranges (yes, they extend from central Appalachia through Canada's maritime provinces), lush river valleys, forests, and a varied sea coast ranging from highly rugged to broad sandy beaches, every region in Nova Scotia offers something new and remarkable.

Not only is Nova Scotia an adventurer and photographer's dream, but cultural explorers and families will also be excited with what they find. After a day surfing on the Eastern Shore or whale watching at the south, kick into a full lobster dinner or plate of fresh scallops while sipping some of Nova Scotia's award-winning wines. Spend every day doing or seeing something new. Fully immerse yourself in the unparalleled offerings and see what makes Nova Scotia a truly Canadian destination you never knew you needed to experience.



- Showcase Nova Scotia communities to inspire travel through authentic storytelling and high-quality content
- 20-25 qualified content creators from Canada, US, UK, Ireland and Germany visiting for self-drive press trips
- Eligible deliverables can include license and royalty free images; reels and/or YouTube videos; blog posts; social media posts



INDUSTRY PROGRAMS AND RESOURCES

TOURISM
NOVA SCOTIA 



COMPELLING TOURISM COMMUNITIES INITIATIVE

- Working with local leadership to grow tourism in communities across Nova Scotia
- Suite of programs includes:
 - Content development
 - Digital advertising
 - Travel media/trade activities
 - Destination development
 - Digital adoption
 - Visitor services



EMERGING DESTINATIONS PROGRAM



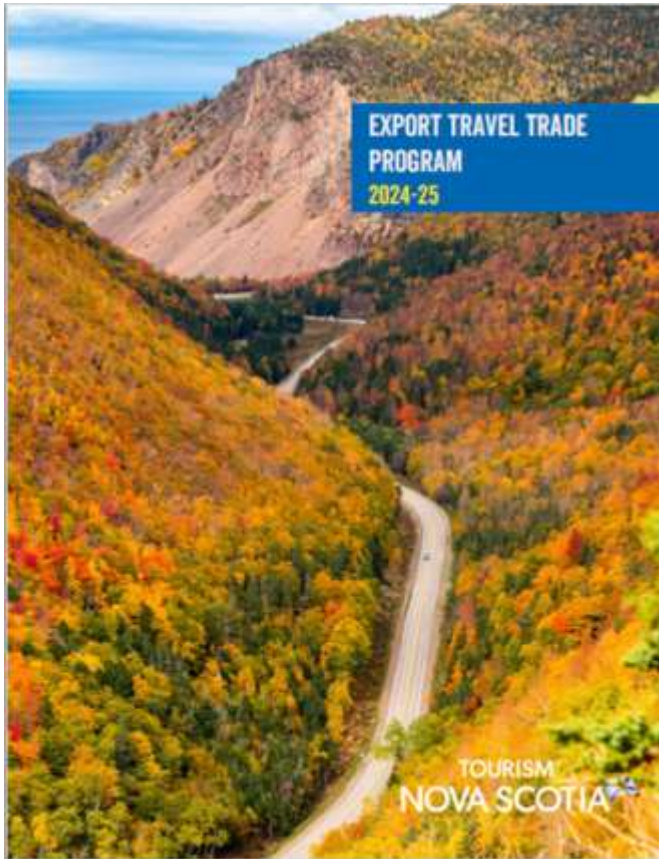
- Helps communities identify and position their most compelling tourism assets
- Benefit from coaching to maximize or extend tourism season, receive market research insights, tourism action plan and new content to raise awareness of the destination
- For municipalities, chambers of commerce, and business associations
- Deadline to apply is Wednesday, May 8 at 4pm

RADIATE TOURISM PROGRAM



- Helps tourism operators develop and market travel packages to attract local and Atlantic region travellers during fall and winter
- Up to two packages can be promoted through TNS fall and winter digital advertising campaigns
- Package themes:
 - Outdoor activities
 - Local flavours
 - Music, culture and heritage
 - Seasonal activities
 - Family-friendly packages
 - Packages connected to film & TV series
- Deadline to apply is Wednesday, May 22 at 4pm

EXPORT TRAVEL TRADE PROGRAM



- Develop partnerships with tour operators and travel agents to attract national and international customers
- Stream 1 - Travel Trade Readiness: new to travel trade businesses will benefit from an individualized action plan, sales planning for contract negotiations, relationship development, etc.
- Stream 2 – Marketplace Support: experienced export ready businesses will benefit from support to attend B2B marketplaces
- Deadline to apply:
 - Marketplace Support May 31
 - Trade Readiness June 30

DIGITAL CONTENT MARKETING PROGRAM



- Co-invest with Tourism Nova Scotia to either:
 - Create high quality photos or videos for marketing
 - Deliver custom digital advertising campaigns in key markets
- Applications open in November

VOICE OF THE VISITOR SURVEY PROGRAM



- Gain insights about visitors' perspectives on issues that are important to your business or organization
- Work with our team to craft up to 10 questions to include in an online survey distributed to past visitors to Nova Scotia
- Receive custom report with analysis of the survey results
- Applications will open in Fall 2024

TOURISM DIGITAL ASSISTANCE PROGRAMS



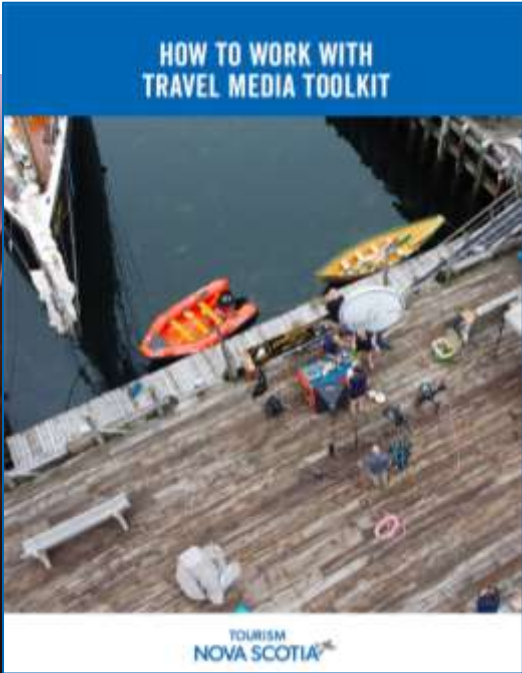
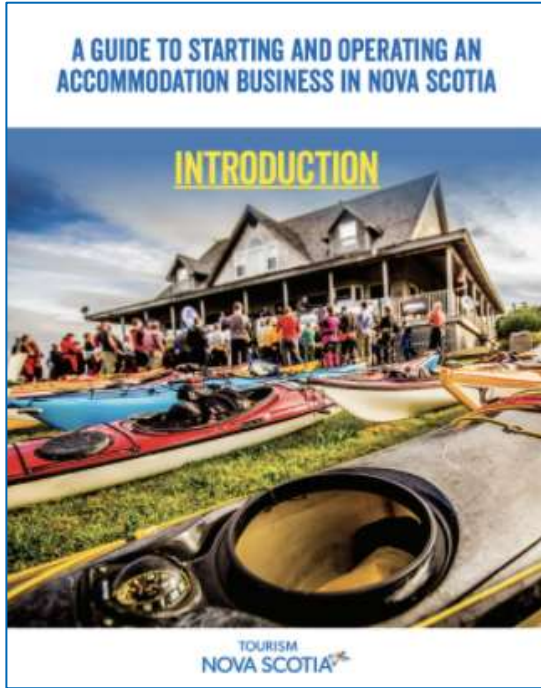
- Digital services including:
 - Website development, search engine optimization
 - Digital marketing
 - Social media management
 - E-commerce and digital services
- Up to \$5,000 in digital services for tourism businesses
- Up to \$15,000 in digital services for municipalities, community tourism organizations and business chambers

DIGITAL ADOPTION TOOLS

- Support for tourism businesses and organizations to improve online marketing and visitor services, including website, social media and digital marketing
- Access one-on-one sessions with a digital experts, videos, recorded webinars, articles, and tip sheets through DigiPort
- Monthly webinars and Digital Days workshops in communities



RESOURCES FOR BUSINESSES



TOURISM NOVA SCOTIA

Access and Inclusion for Visitors with Disabilities

Engaging with guests, that may have a range of disabilities, can be an unfamiliar experience for some team members. This information sheet provides engagement strategies, product placement suggestions, and resources to help make your local Nova Scotia business more accessible and welcoming to guests and visitors of all abilities.

"In Canada, almost 50% of adults have or have experienced a permanent or temporary physical disability or live with someone who has." - Rick Hansen Foundation

This general information sheet is supported by tourism industry sector specific sheets. LINKs to these sheets and other resources are provided at the end of the document.

Arrival at your Business

- Make it easier for guests to find designated accessible parking spaces by marking them with a sign instead of a painted symbol on the concrete. The painted symbol can be difficult for people to see and can be a hazard as paint becomes slippery when wet.
- Colour contrast on stairs, doors, doorframes, etc. will help people with visual impairments clearly see how tailweld stairs are, and help them identify doors and door handles. If doorframes are the same colour as door, people may not see them. Consider contrast for knobs, doors, walls, stairwells, steps, ramps, and signs.
- Use a lever instead of a doorknob, so people with physical limitations can open doorknobs with greater ease.
- Automatic doors should be set to stay open longer than 5 seconds, and there needs to be an indicator of the direction that the door will open.

"Disability inclusion is an essential element to upholding human rights, sustainable development, and peace and security."
UN - International Day of Disability 2022

TNSBusiness@Novascotia.ca | TourismNS.ca

<https://tourismns.ca/tourism-business-tools-resources>

STAY CONNECTED

- Corporate Website: www.tourismns.ca
- News & Resources: www.tourismns.ca/news-resources
- Corporate X (Twitter): www.twitter.com/TourismNS
- Corporate LinkedIn:
www.linkedin.com/company/tourismnovascotia



QUESTIONS?