

Tourism Nova Scotia Resources for Events



Events help showcase Nova Scotia's rich culture, heritage, and cuisine while inspiring travel to and within our beautiful region. Tourism Nova Scotia offers research, coaching, programs and resources to help events and festivals attract attendees. Access tools, guides, resources, market research insights, webinars and workshops designed to develop packages and experiences with an event component in mind.

Events Nova Scotia works with communities and organizers to attract and develop major sporting, cultural, and entertainment events across the province. Guided by the [Nova Scotia Event Strategy](#), the team is dedicated to growing the impact of these events.

Development

RADIATE Tourism Program – Create event and festival packages that appeal to travellers from the Maritimes. These packages are featured on the [NovaScotia.com](#) seasonal landing pages that are promoted through digital marketing campaigns: <https://tourismns.ca/radiate-tourism-program>

Tourism Digital Assistance Program – Improve your online presence to attract more visitors to events and festivals by providing essential services, like online booking. Tourism Nova Scotia in partnership with Digital Nova Scotia will connect you to a qualified digital consultant: <https://tourismns.ca/tourismdigitalassistanceprogram>

DigiPort – Register for the DigiPort online resource centre to access tools and resources to strengthen your website, online listings, social media and digital marketing efforts: <https://nsdigiport.ca/>.

Marketing

NovaScotia.com Package and Event Listings – Create a free listing on [NovaScotia.com](#) to showcase your event or festival to the more than 10 million annual visitors. See eligibility criteria for listings at <https://tourismns.ca/eligibility-and-listing-requirements>.

NovaScotia.com Pages for Large Events – Large events and festivals, like Bluenose 100 or Congrès mondial acadien, collaborate with Tourism Nova Scotia to create dedicated pages on [NovaScotia.com](#). These pages provide a central hub that links individual events, packages and other details that give visitors an overview in one convenient place. For more information, contact Michelle Sears, Digital Marketing Advisor, at





Doers & Dreamers Travel Guide – Signature events and festivals can be included on the “Don’t Miss Events” section of the digital [Doers and Dreamers Travel Guide](#) on [NovaScotia.com](#) depending on timing. Apply for a listing to be considered: <https://partners.novascotia.com>

Digital Content Marketing Program – Events and festivals can apply to co-invest with Tourism Nova Scotia to capture quality photos and video or deliver customized digital marketing campaigns: <https://tourismns.ca/digital-content-marketing-program>

Travel Media & Influencers – Share information about your event or festival with journalists and influencers, receive media monitoring to track event coverage, or partner with us to host press trips featuring your event. For more information, contact Natalie Shaw, Marketing Development Coordinator, at Natalie.Shaw@novascotia.ca.

Travel Trade – Build partnerships with tour operators and travel agents to boost national and international sales through group pricing or travel packages. For more information, contact Natalie Shaw, Marketing Development Coordinator, at Natalie.Shaw@novascotia.ca.

Visitor Information Centres – Tourism Nova Scotia operates five provincial visitor information centres where travel counsellors serve as a key resource for visitors planning their vacations. Make sure travel counsellors know about your upcoming events to share with visitors or distribute brochures through these centres as an option to share information with visitors: <https://tourismns.ca/distribute-brochures>

Photo and Video Library – Access Tourism Nova Scotia’s collection of photos and videos to enrich your marketing materials. Content is available to events and festivals for use in ads, websites, social media and broadcasts promoting travel to and within Nova Scotia: <https://tourismns.ca/photo-video-library>

Event Highway Signs – Check eligibility to install signage on 100-series highways for up to three weeks before your event or festival. For more information or to apply, contact Jennifer McKeane, Tourism Development Officer, at jennifer.mckeane@novascotia.ca.

Research

Voice of the Visitor Survey Program – Conduct surveys with past visitors to Nova Scotia to gain insights into their perspectives on topics relevant to your business or organization: <https://tourismns.ca/voice-visitor-survey-program>

Visitor Exit Survey – Gain insights into what visitors do when they come to Nova Scotia, where they go and how much they spend: <https://tourismns.ca/research-reports/visitor-insights>



Other Resources

Webinar Series – Gain practical advice to help boost your event or festival competitiveness through marketing growth, package development, business planning and more:

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

News and Resources Newsletter – Subscribe to our bi-weekly newsletter that feature the latest news, research, programs, partnership opportunities and resources:

<https://tourismns.ca/news-resources>

Regional Contacts

Reach out to your regional Tourism Development Advisor for assistance on resources and programs that best support your event or festival.

Erin Hume

Regional contact for: South Shore, Eastern Shore

902-717-4831

erin.hume@novascotia.ca

Andrea Gray

Regional contact for: Cape Breton, Yarmouth & Acadian Shores

902-790-2379

andrea.gray@novascotia.ca

Melanie Lowe

Regional contact for: Bay of Fundy & Annapolis Valley, Halifax

902-790-2379

melanie.lowe@novascotia.ca

Emily Hiltz

Regional contact for: Northumberland Shore

902-790-0950

emily.hiltz@novascotia.ca