

2025 MARKETING PLANS & OPPORTUNITIES

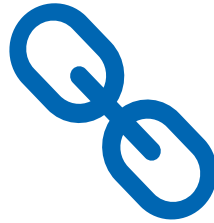
DATE: April 9, 2025



WELCOME!



Post your
questions using
the Q&A.



Links and resources
will be shared by
email.

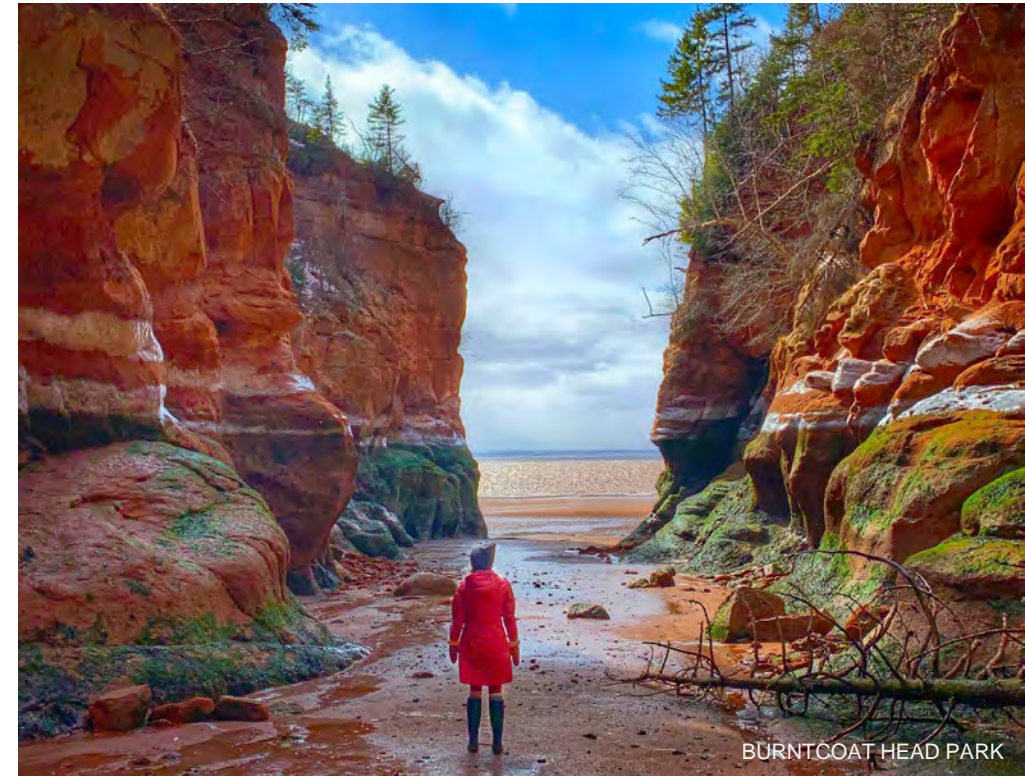


Webinar recording available:
<https://tourismns.ca/webinar-series>



WHAT WE'LL COVER

- Current tourism trends and outlook for 2025
- Provincial tourism marketing approach
- 2025 provincial tourism marketing campaigns
- Marketing opportunities for your business or community
- New research insights and tools you can use
- Accessing Tourism Nova Scotia's programs and resources



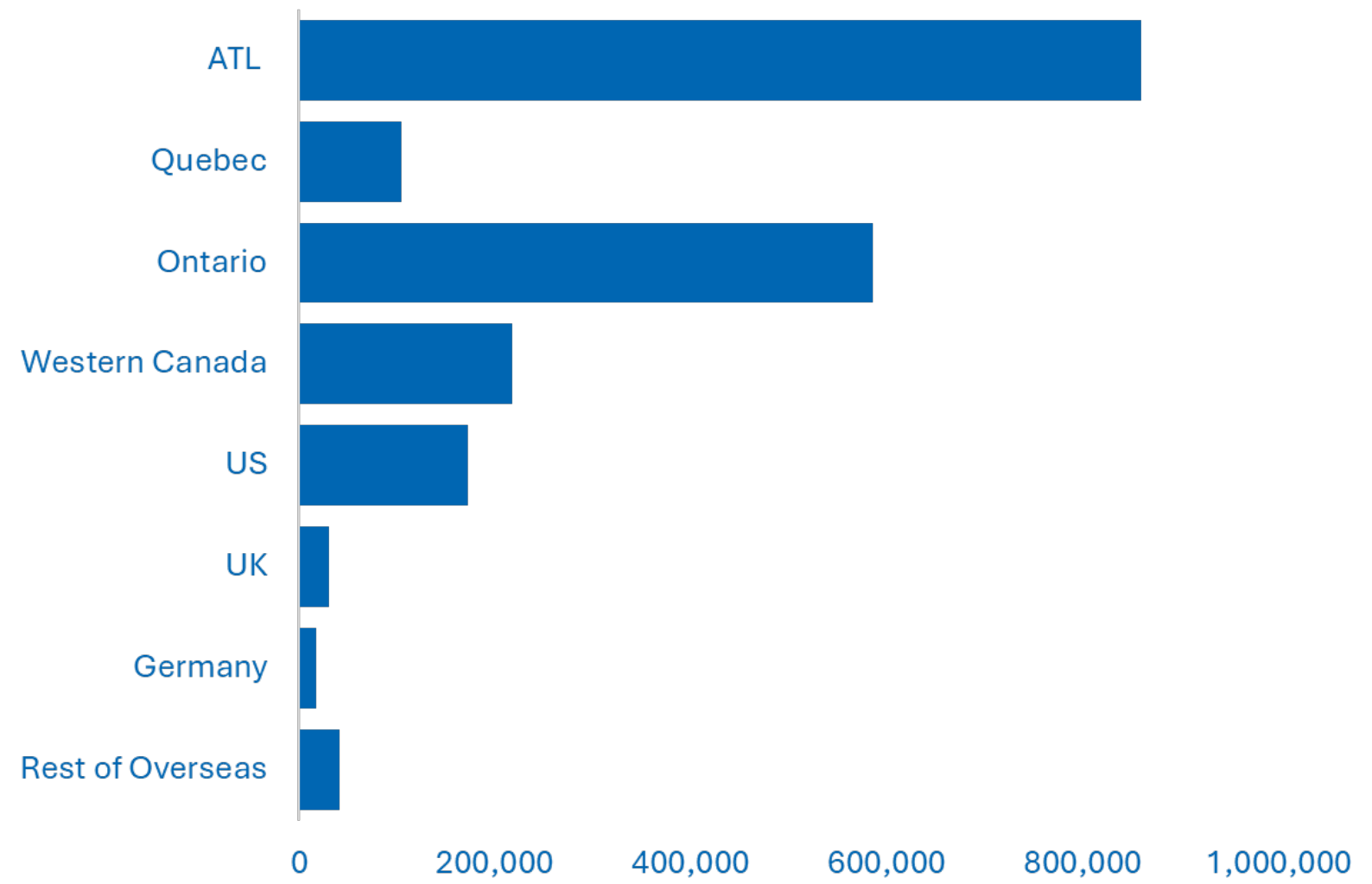
A person with long blonde hair, wearing a red long-sleeved shirt, dark shorts, and a backpack, is sitting on a rocky cliff. They are looking out over a vast landscape that includes a coastline with a bay and islands, and a forested valley below. The sun is low on the horizon, creating a warm, golden glow and lens flare effects. The text "DAVE RITCEY, MINISTER OF COMMUNITIES, CULTURE, TOURISM & HERITAGE" is overlaid in large white letters on the left side of the image.

DAVE RITCEY, MINISTER OF COMMUNITIES, CULTURE, TOURISM & HERITAGE

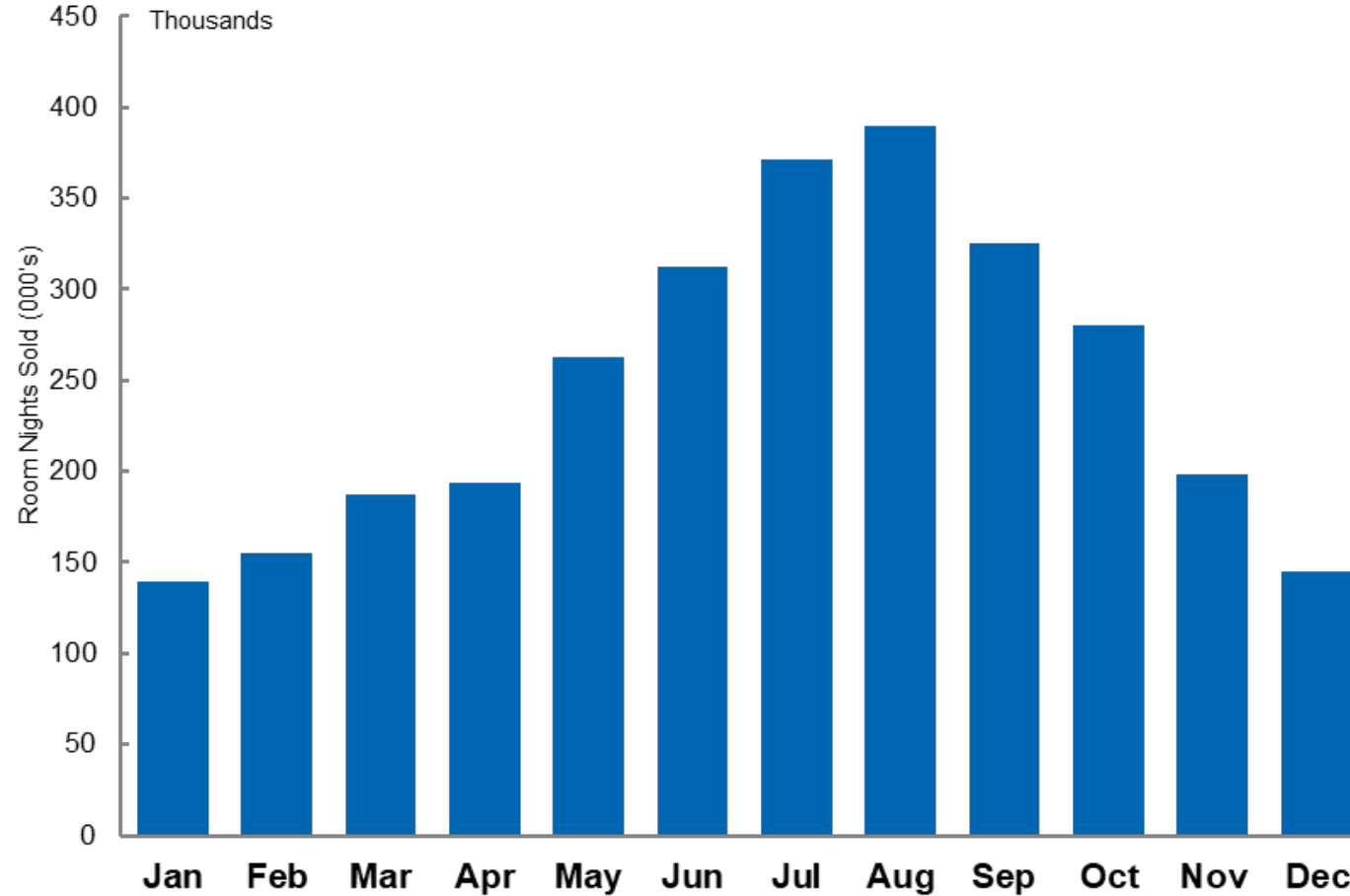
TOURISM
NOVA SCOTIA 

FRANEY TRAIL, CAPE BRETON HIGHLANDS NATIONAL PARK

2 MILLION VISITORS IN 2024

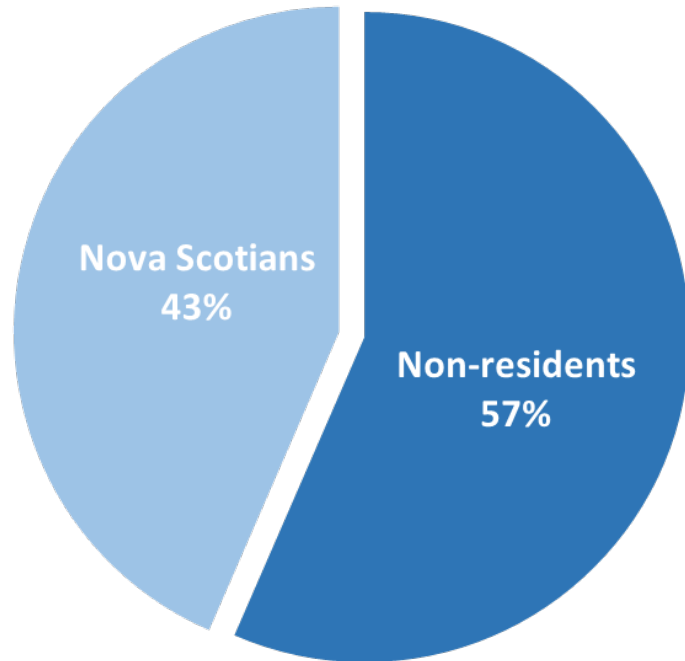


3 MILLION ROOM NIGHTS SOLD IN 2024

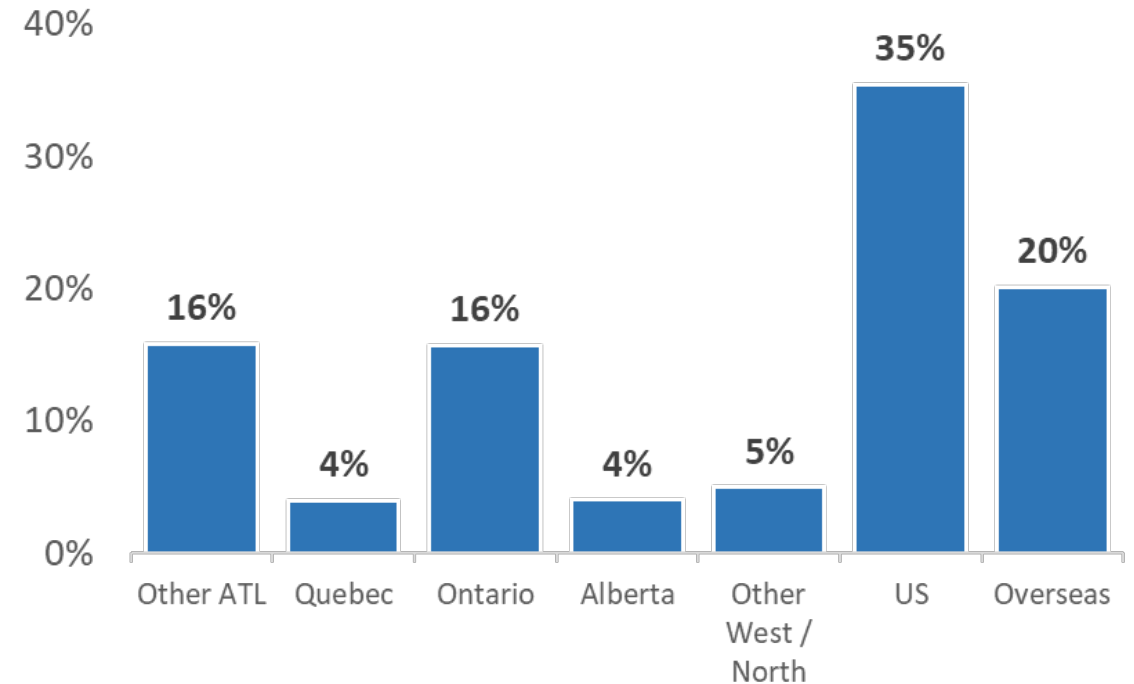


\$3.5 BILLION IN TOURISM REVENUES

2024 Tourism Revenues
Resident vs Non-resident Visitor Spending



2024 Tourism Revenues By Source Market



IMPACT OF CANADA-US RELATIONS

- Shift in US travel intentions and border crossing
- Resident welcome for US travellers
- Opportunities with increase Canadian domestic travel and overseas travel interest



PRIORITIES & OPPORTUNITIES

- **Season extension** – developing and promoting experiences and events that motivate year-round tourism across the province
- **Air access** – attracting and securing non-stop air connections with key markets to make it easier for people to choose to visit Nova Scotia
- **Canadian travel market** – opportunity to leverage increased interest in domestic travel



CAPE SMOKEY, CAPE BRETON ISLAND

An aerial photograph of several whales in the water. A large whale is in the upper right, and another is in the lower right. Two smaller whales are in the lower left. The water is a deep teal color with some whitecaps.

PROVINCIAL TOURISM MARKETING

TOURISM MARKETING APPROACH

- **Results driven:** our work has positive impact for tourism businesses and communities in Nova Scotia
- **Strategic stewardship:** we work within our allocated budget to select markets where we can have the greatest impact – also responsible brand stewards
- **Responsive and agile:** we continuously optimize our campaigns to maximize reach
- **Science and art:** evidence-based market understanding, combined with a strong creative partner to ensure we break through with messaging that influences travel decisions



ESKASONI CULTURAL JOURNEYS, CAPE BRETON ISLAND

MARKETING ACTIVITIES

Marketing activities are selected to allow us to reach travellers when and where they are most likely to be looking for/responsive to our messaging.

- **Consumer marketing**
- **Travel trade marketing**
- **Travel media**



CAPE FORCHU LIGHTHOUSE, YARMOUTH & ACADIAN SHORES

PARTNERSHIPS



AIR CANADA



OUR MARKETS

- Nova Scotia
- Atlantic Canada
- Ontario (Toronto/Ottawa)
- Quebec (Montreal area)
- Alberta (Calgary)
- Northeastern United States (Boston)
- United Kingdom
- Germany



All markets still have opportunities for growth.



APPROACH BY MARKETS

Market	Timing	Tactics
Atlantic Canada	Summer, Fall and Winter	Digital Video, Display, Social Media, Search
Quebec	April 1 – August 31	Display, Digital Video, Social Media, Search
Ontario	Summer: March 17 – August 31 Fall: Sept 1 – October 31	Television, Out of Home (including Billboards, Toronto PATH and 3 Streetcars), Connected TV, Display, Digital Video, Digital Audio, Uber In-App, Social Media, Globe & Mail Sponsored Content, Search
Calgary	April 1 – August 31	Connected TV, Digital Video, Display, Social Media, Search
Northeastern United States (NEUS)	April 1 – August 31	Television, Out of Home, Connected TV, Digital Video, Display, Digital Audio, Social Media, Search
UK & Germany	February 3 – March 31	YouTube, Display, Social Media, Search



CAMPAIGNS

YOUR OCEAN PLAYGROUND

- Brand Promise: ***Find Joy As Pure As The Sea***
- Our seacoast offering will differentiate us from our competitors; we want to 'own the ocean'
- Tagline ***Your Ocean Playground***
- Campaigns run in summer, fall, and winter
- Each campaign contains hundreds of ad units showcasing Nova Scotia's unique products, experiences and communities in all areas of the province



NATURAL NARRATORS



- North America's campaign features fresh creative content with authentic traveller testimonials
- ***Your Ocean Playground*** platform
- The campaign spans television, billboards, social media, video display ads and editorial content

2025 SUMMER ADVERTISING



2025 SUMMER ADVERTISING



2025 SUMMER ADVERTISING



2025 SUMMER ADVERTISING



**"I'D SWIM HERE
EVERY DAY!"**

- **Lan.**
Real tourist.
Excellent backstroke.

NOVA  SCOTIA

**"THE SEAFOOD'S
UNREAL!"**

- **Zach.**
Real tourist.
Crustacean connoisseur.

NOVA  SCOTIA

**"IT'S CANADA'S
HIDDEN GEM."**

- **Emma.**
Real tourist.
Treasure hunter.

NOVA  SCOTIA

**"PICTURESQUE,
SERENE, WILD,
MAJESTIC."**

- **Laurie.**
Real tourist.
Adjective lover.

NOVA  SCOTIA

**"YOU GET BOTH
WORLDS. CITY
AND SEA."**

- **Bernadette.**
Real tourist.
World hopper.

NOVA  SCOTIA

**"IT'S CANADA'S
HIDDEN GEM."**

- **Emma.**
Real tourist.
Treasure hunter.

NOVA  SCOTIA

**"PICTURESQUE,
SERENE, WILD,
MAJESTIC."**

- **Laurie.**
Real tourist.
Adjective lover.

NOVA  SCOTIA

**"BEAUTIFUL SCENERY.
AWESOME FOOD.
KIND PEOPLE."**


- **Danielle.**
Real tourist.
Also kind.

NOVA  SCOTIA

TORONTO STREETCAR



THERE'S CULTURE
ALL ALONG
THE COAST.



NOVA SCOTIA
YOUR OCEAN PLAYGROUND • CANADA

DISCOVER HISTORY
AND THRIVING
COMMUNITIES.



NOVA SCOTIA
YOUR OCEAN PLAYGROUND • CANADA

BOOK A
NOVA SCOTIA, CANADA
SUMMER GETAWAY.



NOVA SCOTIA
YOUR OCEAN PLAYGROUND • CANADA

SOAR TO
NEW HEIGHTS




NOVA SCOTIA
YOUR OCEAN PLAYGROUND • CANADA

AND
EXPLORE THE
OUTDOORS.



NOVA SCOTIA
YOUR OCEAN PLAYGROUND • CANADA

BOOK YOUR SUMMER
NOVA SCOTIA, CANADA
GETAWAY.



NOVA SCOTIA
YOUR OCEAN PLAYGROUND • CANADA

FROM
PRIVATE
CHARTERS



NOVA SCOTIA
YOUR OCEAN PLAYGROUND

TO EXCLUSIVE
ISLAND
GETAWAYS.




NOVA SCOTIA
YOUR OCEAN PLAYGROUND

EXPERIENCE A
LUXURIOUS
NOVA SCOTIA
ESCAPE.



NOVA SCOTIA
YOUR OCEAN PLAYGROUND

WORLD-FAMOUS
DRIVES



NOVA SCOTIA
YOUR OCEAN PLAYGROUND • CANADA

AND
ICONIC VIEWS.



NOVA SCOTIA
YOUR OCEAN PLAYGROUND • CANADA

BOOK YOUR
NOVA SCOTIA, CANADA
GETAWAY TODAY.



NOVA SCOTIA
YOUR OCEAN PLAYGROUND • CANADA

US TARGETED MESSAGING

Visit Halifax this summer
Visit Canada's city by the sea
Plan your Halifax trip
Plan your trip to Halifax
Nightlife and more in Halifax

Short Description:

Visit Halifax in Nova Scotia, Canada for incredible food, exciting nightlife, and more.

Descriptions:

Halifax, Nova Scotia, Canada's stunning waterfront is where cityscape meets seascape.

Your Halifax trip will be full of coastal beauty, exciting nightlife, and plenty of fun.

From shopping, gourmet dining & beyond—your dollar goes further in Nova Scotia, Canada.

From waterfront strolls to downtown eats, you'll never run out of things to do in Halifax.

Halifax, Nova Scotia, Canada is full of incredible food, live music, shopping, and more.

URL:

<https://novascotia.com/explore-by-region/halifax-metro/halifax/>

Video Creative:

CONSIDERATION – HALIFAX/NIGHTLIFE



THE GLOBE AND MAIL

HOMEWATCHLIST

SUBSCRIBED

PAID POST

10 summertime experiences in Nova Scotia you won't want to miss

CONTENT FROM TOURISM NOVA SCOTIA
PUBLISHED 15 HOURS AGO



Nova Scotia has more than 13,000 kilometres of coastline to explore and, wherever you're travelling in Nova Scotia, you'll never be more than 60 kilometres from water. Melmerby Beach is just one of the dozens of beaches in the province.

SUPPLIED

Explore Nova Scotia's coastal communities

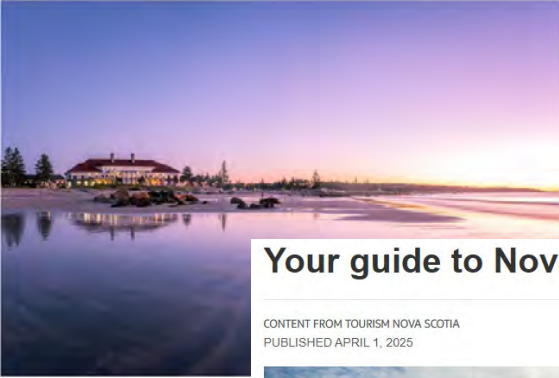
CONTENT FROM TOURISM NOVA SCOTIA
PUBLISHED APRIL 1, 2025



buses in the world, Peggy's Cove is an iconic and

Best places to wake up next to the ocean in Nova Scotia

CONTENT FROM TOURISM NOVA SCOTIA
PUBLISHED APRIL 1, 2025



Named one of the top 10 coastal destination Point Beach Resort is open all year. In additi cottages, the resort has oceanfront treehous

Your guide to Nova Scotia luxury

CONTENT FROM TOURISM NOVA SCOTIA
PUBLISHED APRIL 1, 2025




Whether on your own boat or on a private sailing charter or tour, there are thousands of kilometres of coastline to explore.

UNIQUE.
UNBEATABLE.
UNFORGETTABLE.




NOVA SCOTIA
YOUR OCEAN PLAYGROUND

"IT'S CANADA'S
HIDDEN GEM."
- Emma.
Real tourist.
Treasure hunter.



NOVA SCOTIA
YOUR OCEAN PLAYGROUND

UNIQUE PLACES
TO STAY IN
NOVA SCOTIA



NOVA SCOTIA
YOUR OCEAN PLAYGROUND

"PICTURESQUE,
SERENE, WILD,
MAJESTIC."
- Laurie.
Real tourist.
Adjective lover.



NOVA SCOTIA
YOUR OCEAN PLAYGROUND

FILM TOURISM MARKETING

- Etalk segment
- Ads airing alongside Sullivan's Crossing
- Contest for trip to Nova Scotia
- Social media promotion
- Ads promote all the beautiful places in NS featured inviting viewers to come see it for themselves



FALL ADVERTISING SAMPLES



YOUR FALL GUIDE TO NOVA SCOTIA'S WINE COUNTRY



BEAR RIVER NOVA SCOTIA'S TIDAL VILLAGE ON STILTS



13 PLACES TO SEE FALL COLOURS IN NOVA SCOTIA



MUSQUODOBOIT HARBOUR TRAILS. VIEWS. ADVENTURE!



CELTIC COLOURS INTERNATIONAL FESTIVAL
OCTOBER 11-19, 2024



THE MAHONE BAY SCARECROW FESTIVAL AND ANTIQUE FAIR
SEPTEMBER 28-OCTOBER 14, 2024



NOVA SCOTIA GIANT PUMPKIN FESTIVAL & REGATTA
SHELBURNE | OCTOBER 12, 2024



ATLANTIC INTERNATIONAL FILM FESTIVAL
HALIFAX | SEPTEMBER 11-18, 2024



DEVOUR! THE FOOD FILM FEST
WOLFVILLE | OCTOBER 21-27, 2024



ANTIGONISH JAZZ FESTIVAL
NOVEMBER 7-9, 2024



NOVA SCOTIA STAMPEDE
BIBLE HILL | SEPTEMBER 26-29, 2024

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BIBLE HILL | SEPTEMBER 26-29, 2024

NOVA SCOTIA STAMPEDE
BIBLE HILL | SEPTEMBER 26-29, 2024

WINTER ADVERTISING SAMPLES

GET COZY BY THE COAST IN NOVA SCOTIA.



NOVA SCOTIA
YOUR OCEAN PLAYGROUND

UNWIND WITH A NOVA SCOTIA WINTER TRAVEL PACKAGE.



NOVA SCOTIA
YOUR OCEAN PLAYGROUND

[LEARN MORE](#)

CHEERS TO NOVA SCOTIA WINES, BREWS, AND SPIRITS!



NOVA SCOTIA
YOUR OCEAN PLAYGROUND

CHEERS TO NOVA SCOTIA WINES, BREWS, AND SPIRITS!



NOVA SCOTIA
YOUR OCEAN PLAYGROUND

FOODIE TRAVEL PACKAGES


FULL OF LOCAL NOVA SCOTIA

WINTER FLAVOURS



Nova Scotia Sponsored


Relax with a NS wellness escape. From tranquil retreats to secluded stays these getaways cater to the body, mind & spirit.



novascotia.com
Calm. Cool. Coastal. [Learn more](#)

[Like](#) [Comment](#) [Share](#)

FOODIE PACKAGES FOR EVERY TASTE.



NOVA SCOTIA
YOUR OCEAN PLAYGROUND

Nova Scotia Sponsored


Book a Nova Scotia winter travel package full of vibrant arts, UNESCO sites, theatre nights & cultural experiences.



novascotia.com
Arts, culture & history [Learn more](#)

[Like](#) [Comment](#) [Share](#)

CONNECT TO COASTAL CULTURE IN NOVA SCOTIA.

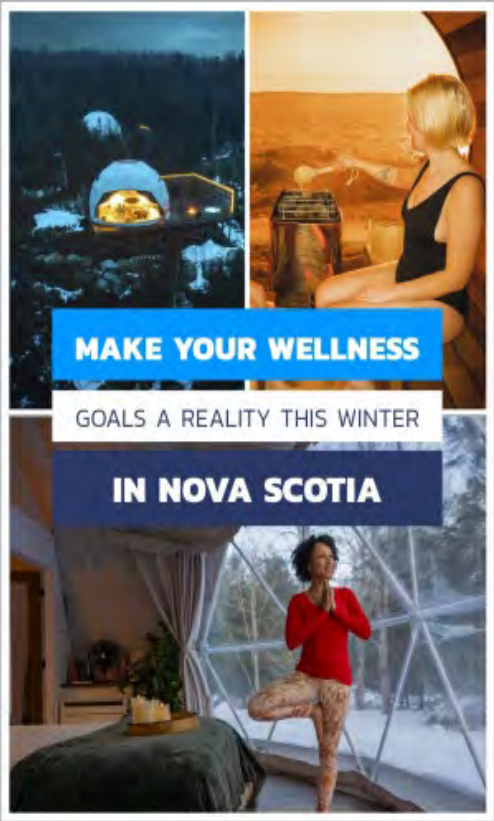


NOVA SCOTIA
YOUR OCEAN PLAYGROUND

OUTDOOR WINTER ADVENTURES IN NOVA SCOTIA



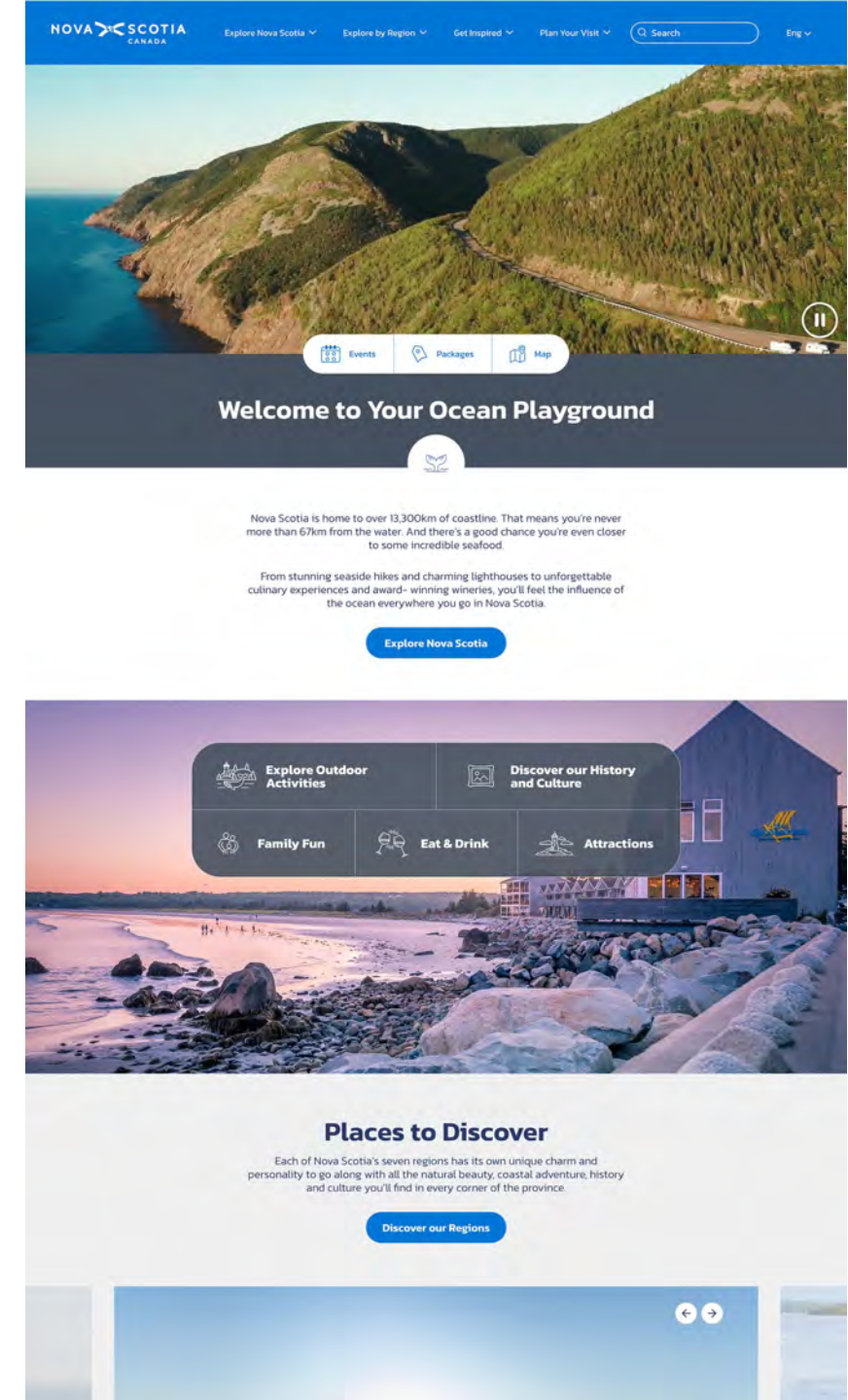
MAKE YOUR WELLNESS GOALS A REALITY THIS WINTER IN NOVA SCOTIA



WORK WITH US

NOVASCOTIA.COM

- **10.1 million users in 2024**
- Primary call to action for all marketing campaigns
- Refreshed site offers quicker load time and improved accessibility
- Content includes:
 - Regional & community pages
 - Business, event, package & experience listings
 - Blog & itineraries
 - Digital Doers & Dreamers Travel Guide
 - Film tourism feature page
 - CrowdRiff galleries



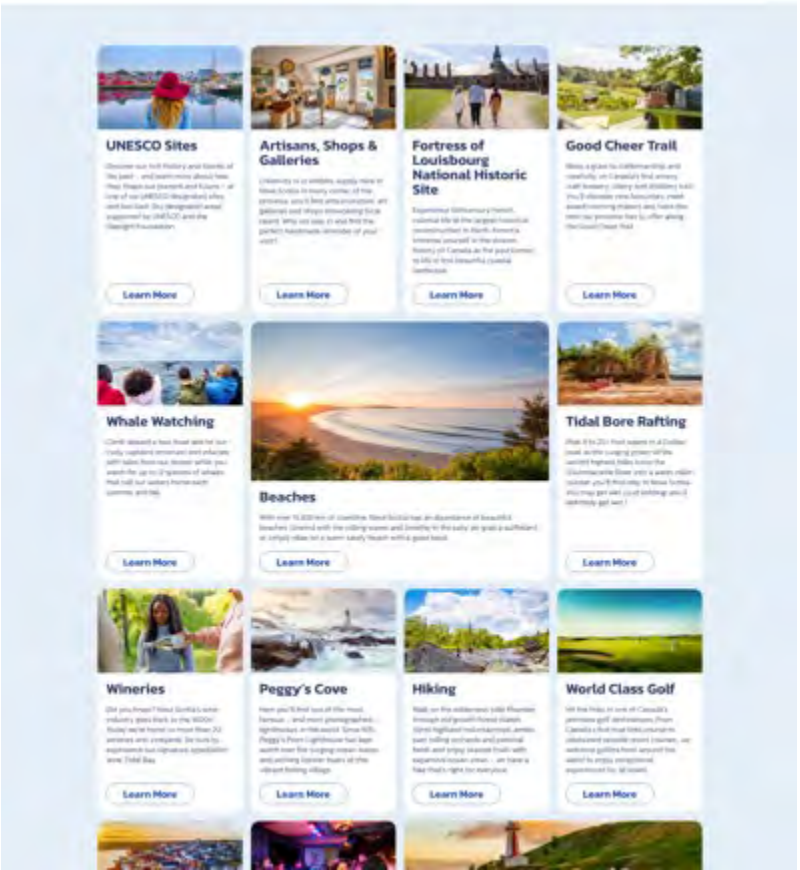
TOP 25 THINGS TO DO



Home / Nova Scotia / Top 25

Top 25 Things To Do

From landmarks you can't miss to adventures you won't find anywhere else, there's always something to do in Nova Scotia. Start your planning with our list of the top 25 things to see, do and experience during your stay.



REGIONS PAGES



South Shore

→ Home (Active by Region) South Shore

Learn More About the South Shore

From the UNESCO World Heritage Site of Old Town Lunenburg, with its colourful waterfront and narrow streets, to the inspiring views of the coast and its 40-plus lighthouses, the South Shore is much more than the home of Bluenose II and the must-photograph Peggy's Cove Lighthouse and surrounding fishing village.

Whether it's solitude you seek or adventure you crave, a visit to this region will satisfy. It can be luxurious on-site accommodations or back-country camping, lobster freshly plucked from the sea or spirits aged aboard a tall ship, strolling the white sand beaches or hiking the canopied forest trails, or maybe even all the above.

Quintessential Nova Scotia awaits you here.



Explore Towns on the South Shore

Explore towns by clicking the points on the map.

Search Map >



Top Experiences on the South Shore



Taste of Birchtown

Highlights

- Guided tour of the Black Loyalist Heritage Centre with access to the Black Loyalist Heritage Site and Black Loyalist Heritage Trail
- Receive a copy of Birchtown and the

COMMUNITIES PAGES



Home > Explore by Region > South Shore > LaHave & Petite Rivière

Learn More about LaHave & Petite Rivière

Wind your way along the LaHave River to discover colourful fishing communities and wide white sand beaches, including Rivers and Crescent. Once you see the area for yourself, it will come as no surprise that many artists and artisans draw inspiration from the sea and the area's coastal beauty.

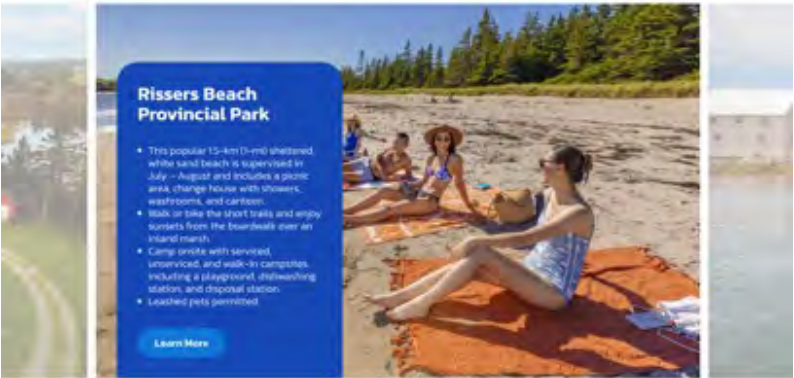
Drive or cycle aboard the historic LaHave Ferry. This unique 5-minute journey gives you a perfect 360° view of life on the river. Turning left off the ferry, you're greeted by an arts hub of shops and galleries. Stroll the street, chat with the artists, and watch them create their craft first-hand.

Heading down the coast, stop to beach explore, take a dip, or paddle among the LaHave Islands—best experienced from the water! Complete your visit with a toast at Petite Rivière Vineyards, located in one of North America's oldest grape-growing regions—dating back to the 1630s.



Fort Point Museum

Don't Miss Activities in LaHave & Petite Rivière



Rissers Beach Provincial Park

- This popular 15-km (10-mi) sheltered, white sand beach is supervised in July—August and includes a picnic area, change house with showers, washrooms, and canteen.
- Walk or bike the short trails and enjoy sunsets from the boardwalk over an inland marsh.
- Camp onsite with serviced, unserviced, and walk-in campsites, including a playground, showering station, and disposal station.
- Leashed pets permitted.

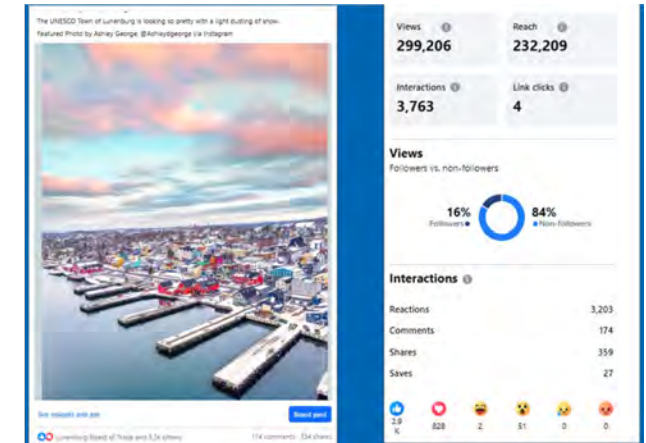
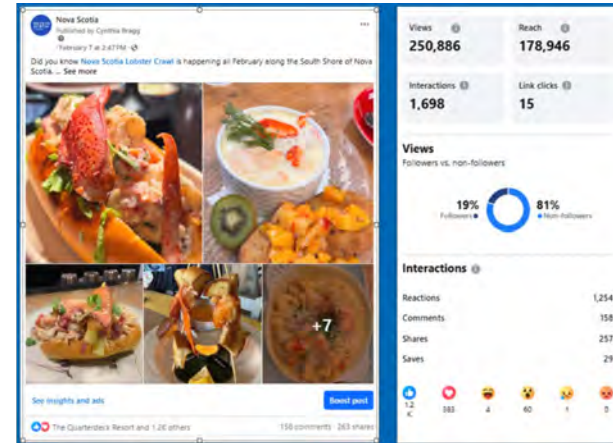
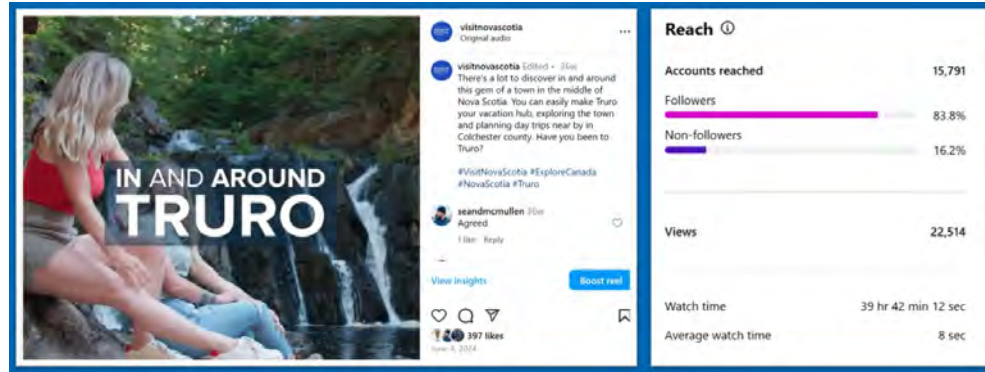
[Learn More](#)

Places to Stay near LaHave & Petite Rivière

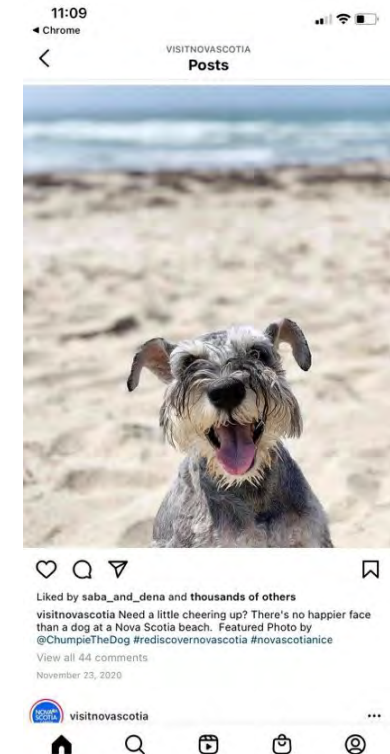
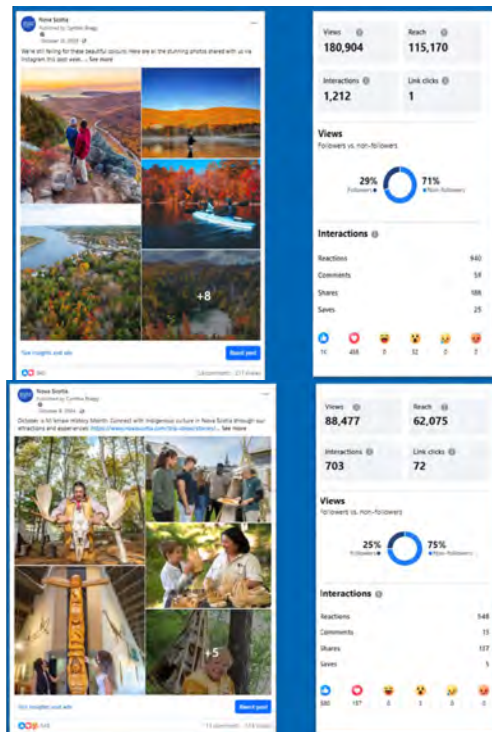
Traveler Ranked



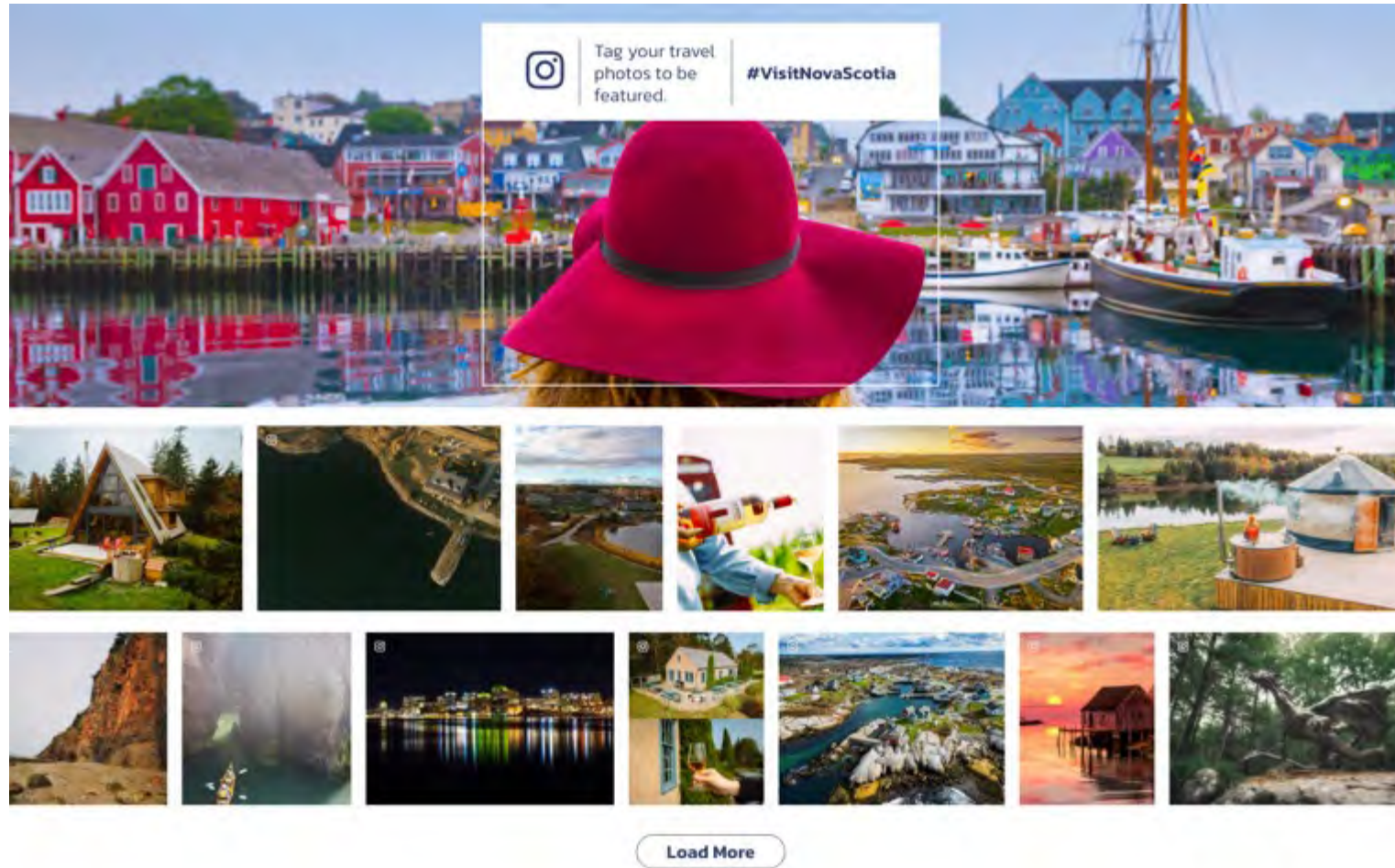
SOCIAL MEDIA



#visitnovascotia



CROWDRIFF



Crowdriff is a tool that allows TNS to bring user generated photos into novascotia.com and display them in beautiful photo galleries.

*Encourage your visitors to use **#visitnovascotia** to be showcased on novascotia.com.*

PHOTO & VIDEO LIBRARY



SIMPLEVIEW

This is an online database of over 10,000 images and videos for use by TNS, partners and industry to promote NS as a vacation destination.

Content created through TNS programs and travel media activities is shared through library.

Hi Friend!

Whether you're looking for a cozy [winter](#) escape or planning your [summer getaway](#), Nova Scotia is the place to be. Keep reading to discover the top 25 must-do activities, bike & stay travel packages, [spa](#) getaways and so much more.



Top 25

It's not too early to think about your summer travel plans. Fill your itinerary with the top 25 things to do in Nova Scotia!

[Learn more](#)

Unique Accommodations for a Cozy Winter Escape

There are so many unique places to stay in Nova Scotia. Choose from intimate cabins, coastal cottages and resorts, luxurious glomes, downtown hotels, and historic B&Bs.

[Learn more](#)



Featured Packages



Seaside Spa & Sauna Getaway

Consumer E-Newsletter

Monthly e-newsletter sent to potential travellers to keep them excited and motivated while they plan their trip.

Markets: Atlantic Canada & Non-Atlantic Canada

Languages: English & French

Sign up is on NovaScotia.com

PROGRAMS TO SUPPORT MARKETING

TOURISM
NOVA SCOTIA 

GEORGES ISLAND NATIONAL HISTORIC SITE, HALIFAX METRO

DIGITAL CONTENT MARKETING PROGRAM

The DCMP is a 50/50 co-investment program to create:

1. Content: photography or video for use in TNS and partner marketing campaigns.
2. Digital Marketing Campaigns: which promote partner product; managed by our agency of record.

The DCMP is going into its 10th year. It has resulted in over 250 partnerships, and \$5.9 million of TNS investment dollars matched by partners.



FORTRESS OF LOUISBOURG NATIONAL HISTORIC SITE,
CAPE BRETON ISLAND

COMPELLING TOURISM COMMUNITIES

- **CTC Content Creation Program:** Photo and video content to support marketing
- **CTC Advertising Program:** Summer, Fall and Winter digital ad campaigns in Atlantic Canada
- **CTC Travel Media Program:** Hosting journalists and influencers to create editorial content
- **CTC Film Tourism Campaign:** Leveraging film productions to raise awareness of Nova Scotia



GUYSBOROUGH, EASTERN SHORE

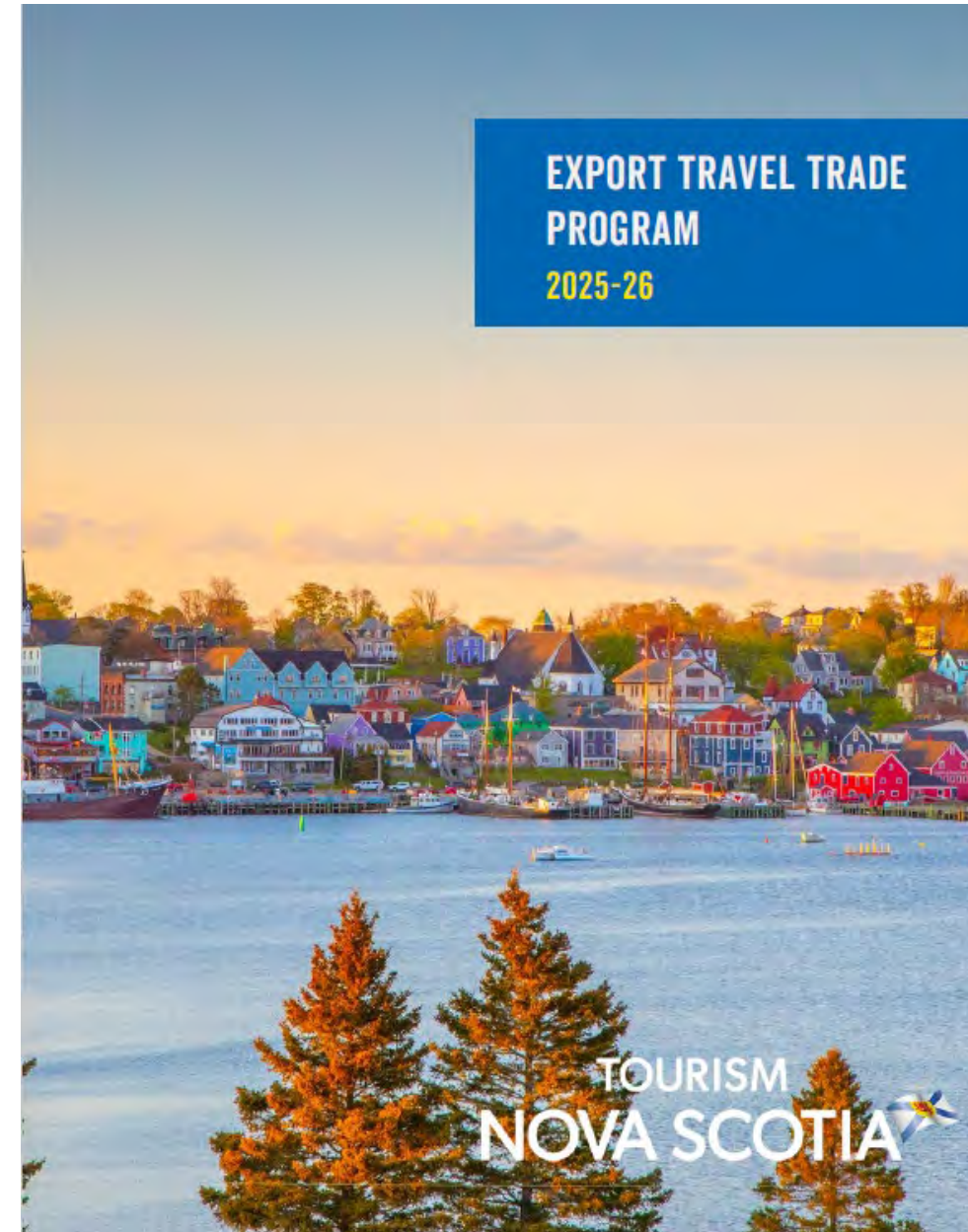
RADIATE TOURISM PROGRAM

- 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



MARKET DEVELOPMENT

- EXPORT Travel Trade Program
 - Trade Readiness Stream
 - Marketplace Support Stream
- Familiarization (FAM) Tours
- Travel Media Toolkit
- Education and Mentoring Resources
- 2025 Marketplace/Events
 - Cruise Canada New England Symposium
 - Atlantic Canada Showcase



NEW RESEARCH

TOURISM
NOVA SCOTIA 

MARMALADE MOTEL, EASTERN SHORE

TRAVELLER SEGMENTATION

Free Spirits
Cultural Explorers
Authentic Experiencers
Cultural History Buffs
Personal History Explorers
Gentle Explorers
No-Hassle Travellers
Virtual Travellers
Rejuvenators



OUTDOOR
EXPLORERS



CULTURE
SEEKERS



REFINED
GLOBETROTTERS



PURPOSE DRIVEN
FAMILIES



CITY
TRIPPERS

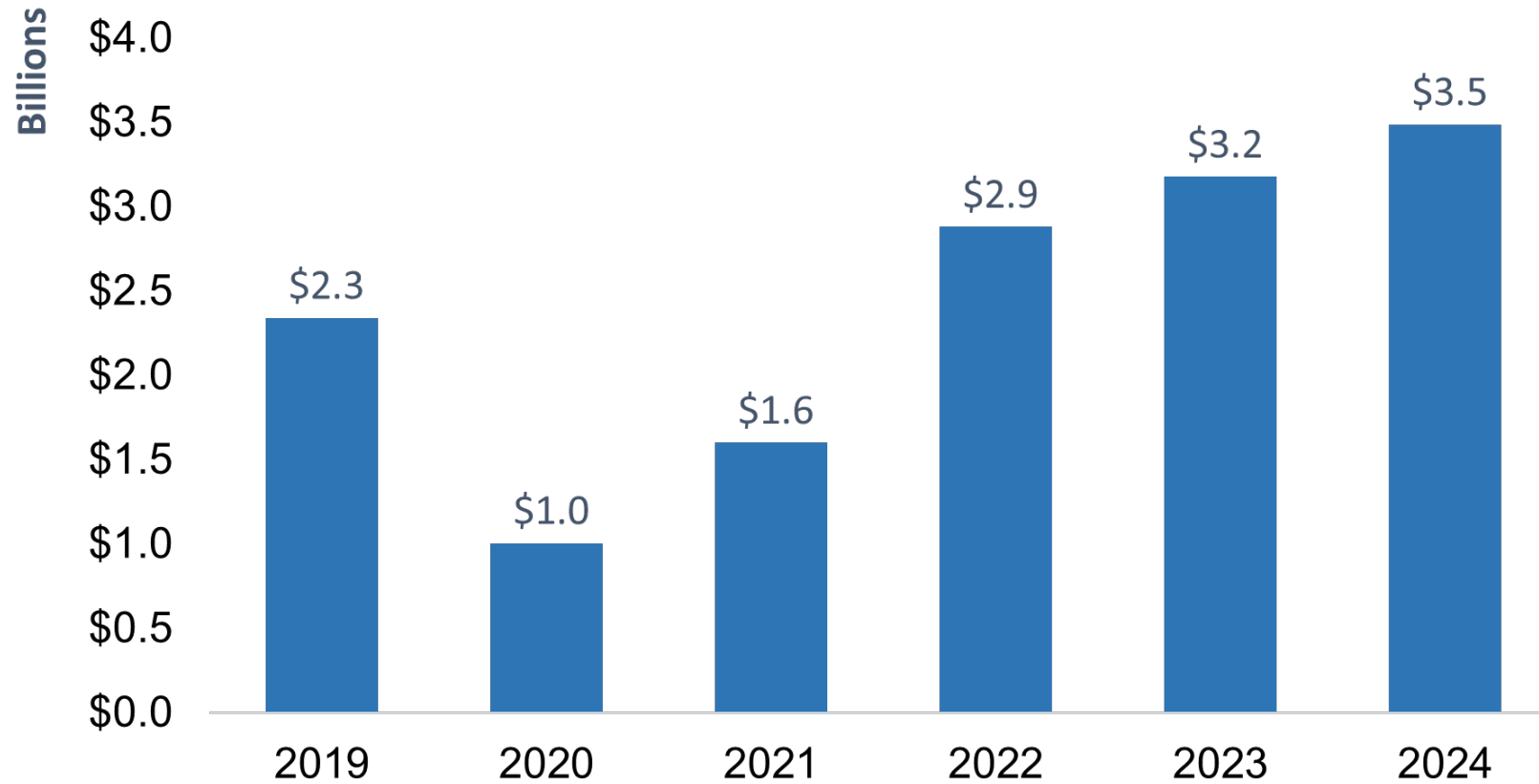


SIMPLICITY
LOVERS

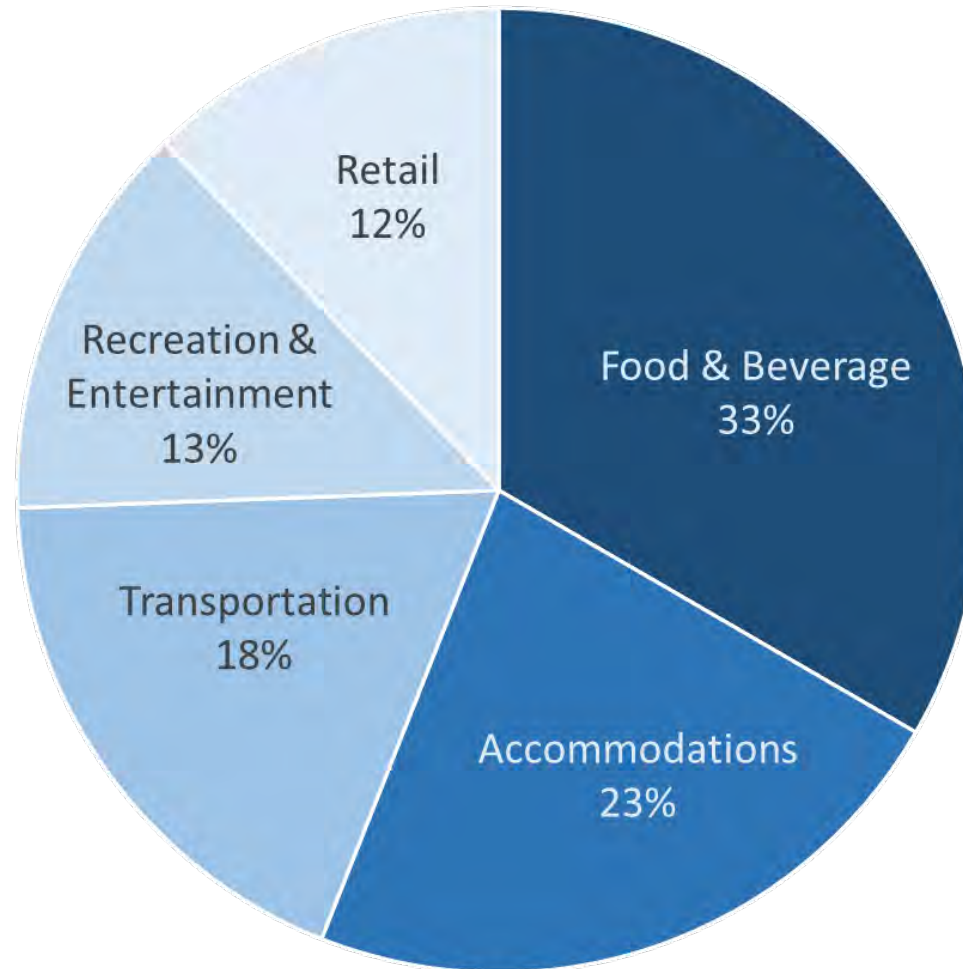


FUN & SUN
FAMILIES

UPDATED TOURISM REVENUES



UPDATED TOURISM REVENUES



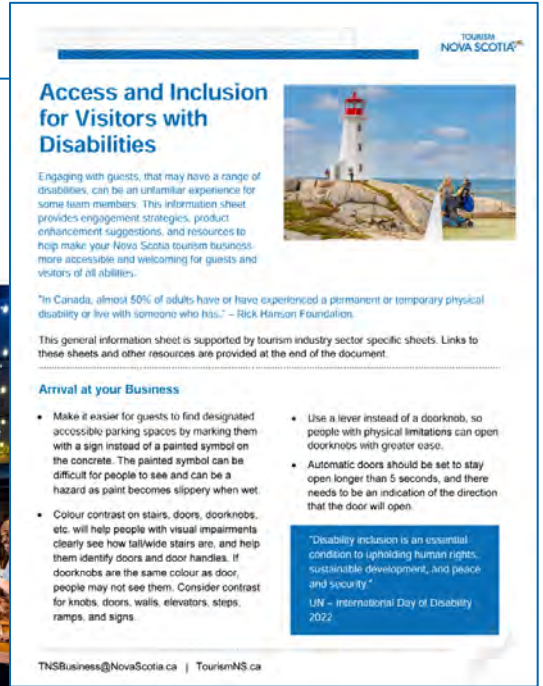
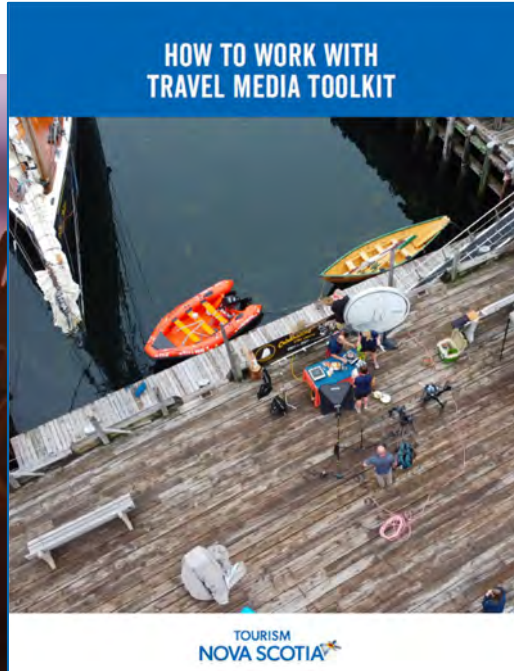
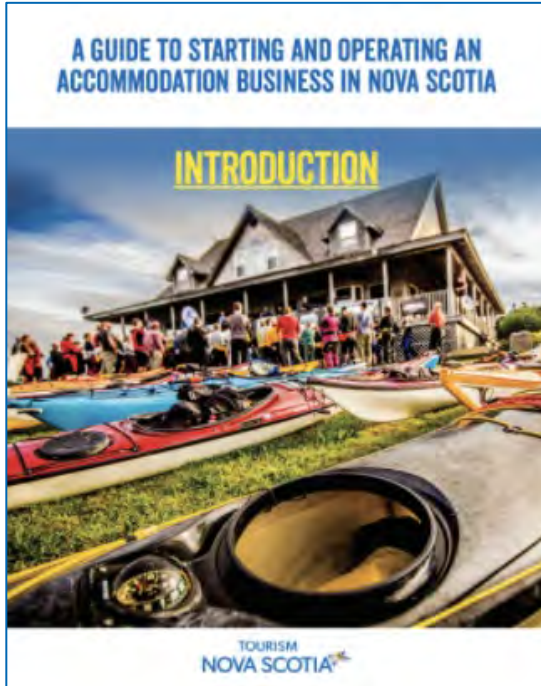
UPDATED TOURISM REVENUES



ACCESSING TNS PROGRAMS & RESOURCES

TOURISM
NOVA SCOTIA 

RESOURCES FOR BUSINESSES



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

DIGIPORT & WEBINARS

- 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

<https://nsdigiport.ca>



WEBINAR



Marketing the Maritimes in 3 Sessions:
Create and implement your digital marketing plan for 2025

Thursday, April 3, 10 & 17, 2025
10:00 a.m.

TOURISM
NOVA SCOTIA



PROGRAMS



<https://tourismns.ca/programs>

TIDE RISERS

Collaborating to elevate tourism in Nova Scotia



TNT OUTDOOR ADVENTURES



MARMALADE MOTEL



STAY CONNECTED

- 🌐 Corporate Website: <https://tourismns.ca>
- 🌐 Industry Newsletter: <https://tourismns.ca/news-resources>
- 🌐 Corporate X: <https://x.com/TourismNS>
- 🌐 Corporate LinkedIn: <https://www.linkedin.com/company/tourismnovascotia/>



QUESTIONS?

