

Tourism Nova Scotia

Resources for Businesses



Tourism Nova Scotia works with industry to attract visitors to the province and increase tourism revenues through experience and sector development, business coaching, marketing and visitor servicing.

As a division of Communities, Culture, Tourism and Heritage, Tourism Nova Scotia offers a broad range of services, resources and programs to help tourism businesses grow while promoting a competitive tourism industry.

Development

- **Business Development** — Tourism Nova Scotia's advisors can provide market research insights and coaching to help identify tourism opportunities and ways to make your business more competitive. Contact: Nick Fry, Manager of Business Development at nick.fry@novascotia.ca.
- **Digital Adoption** — Businesses 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 booking. Find digital adoption programs: <https://tourismns.ca/digital-adoption-programs>.

Tourism Nova Scotia in partnership with Digital Nova Scotia created DigiPort, an online resource centre offering tools and resources to help businesses enhance things like their website, online listings, social media and digital marketing. DigiPort includes webinars, work shops, programs, tip sheets, templates and one-on-one coaching from digital experts.

Register for DigiPort: <https://nsdigiport.ca>.

- **Experience & Package Development** — Access coaching, tools, guides, resources, webinars, and workshops to develop packages and experiences that help raise awareness of your business and appeal to travellers.

Connect with a tourism development advisor or access resources and the Nova Scotia Experience Toolkit at:

<https://tourismns.ca/develop-experiences>.

- **RADIATE Tourism Program** — Collaborate with Tourism Nova Scotia to develop and promote fall and/or winter packages appealing to local and Maritime travellers. Packages are listed on a NovaScotia.com seasonal landing page supported by a digital marketing campaign. Learn more at: <https://tourismns.ca/radiate-tourism-program>.





Marketing

- **Business, Package, Experience & Event Listings** — Create a free listing on NovaScotia.com to showcase your business, packages, event or experiences to the more than 10 million annual website visitors. Business listings will also be added to the digital Doers & Dreamers Travel Guide, which is published on NovaScotia.com as a downloadable pdf and flip book.
Contact: Stephanie Wadden, Digital Marketing Co-ordinator, stephanie.wadden@novascotia.ca.
See eligibility criteria for listings: <https://tourismns.ca/eligibility-and-listing-requirements>.
- **Digital Content Marketing Program** — Businesses can apply to co-invest with Tourism Nova Scotia to capture quality photos and videos or deliver customized digital marketing campaigns.
Learn more at: <https://tourismns.ca/digital-content-marketing-program>.
- **Travel Media & Influencers** — Businesses 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 unique products and experiences through our communication with journalists and influencers, provide media monitoring to track coverage of a specific business or experience, or partner with businesses to host press trips.

Tourism Nova Scotia created a Travel Media Toolkit with 12 easy-to-digest sections to help businesses set goals, choose media partners, develop contracts, and evaluate results of media partnerships:
Contact Natalie Shaw, Market Development Coordinator, at Natalie.Shaw@novascotia.ca.
See <https://tourismns.ca/how-work-travel-media-toolkit>.

- **EXPORT Travel Trade** — Tourism Nova Scotia can work with market ready businesses that have the policies and services in place to work with tour guides and travel agents to educate and advise on opportunities to develop and promote packaged holidays and participate in product knowledge tours.
Contact Natalie Shaw, Market Development Coordinator, at Natalie.Shaw@novascotia.ca.

Use the Travel Trade Readiness Toolkit to develop tactics, processes, and best practices to work with travel agents and tour operators to attract international travellers and expand your business.
See: <https://tourismns.ca/business-tools-resources/travel-trade-market-readiness-program>.

- **Visitor Information Centres** — Tourism Nova Scotia operates five provincial VICs throughout the province: Amherst, the Halifax Stanfield International Airport, Peggy's Cove, Port Hastings, and Yarmouth. Travel counsellors help visitors plan their vacation and offer information about businesses, packages and experiences. Businesses can distribute brochures through the visitor information centres.
See: <https://tourismns.ca/promote-your-business-tourism-nova-scotia/guidelines-distributing-brochures>.
- **Photo & 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, and social media.
Register for access at: <https://tourismns.ca/photo-video-library>.
- **Social Media** — Use #VisitNovaScotia for the opportunity to be featured on Tourism Nova Scotia's social media channels and in images galleries on NovaScotia.com.



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 gain insights to inform business planning, development, and growth.
See: <https://tourismns.ca/research-reports/visitor-insights>.
- **Voice of the Visitor Survey Program** — Work with Tourism Nova Scotia to gain insights about visitors' perspectives on issues that are important to your business or organization. Partners in the Voice of the Visitor Survey Program can submit up to 10 questions to be included on an online survey administered by Tourism Nova Scotia and will receive a custom report with data tables and analysis. Questions will reflect partners' research needs and interests and can range from questions about visitors' experience at a specific attraction or destination, to experience concept evaluation, to broader visitor travel motivators.
See: <https://tourismns.ca/voice-visitor-survey-program>.

Other Resources

- **Tourism Nova Scotia Webinar Series** — Practical advice to help your business become more competitive—from marketing to package development and business planning.
See upcoming webinars or view recorded webinars at: <https://tourismns.ca/webinar-series>.
- **Tourism Nova Scotia News & Resources** — Subscribe to our bi-weekly newsletter for the latest news, research, programs, partnership opportunities and resources.
Subscribe at: <https://tourismns.ca/news-resources>.
- **Accessibility Tip Sheets & Spotlights** — Guides to inspire you as you work towards improving accessibility at your tourism business.
Learn more at: <https://tourismns.ca/accessibility-tip-sheets-spotlights>.
- **Tourism Guides and Toolkits** — Access guides and online toolkits to help you start or expand your business, improve your marketing, develop packages, and more.
Learn more at <https://tourismns.ca/tourism-business-tools-resources>.



Regional Contacts

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

Erin Hume

902-717-4831

erin.hume@novascotia.ca

- South Shore
- Cape Breton
- Yarmouth and Acadian Shores

Melanie Lowe

902-790-2379

melanie.lowe@novascotia.ca

- Bay of Fundy & Annapolis Valley
- Halifax

Emily Hiltz

902-790-0950

emily.hiltz@novascotia.ca

- Northumberland Shore
- Eastern Shore

You can also find contact information for all our team members at <https://tourismns.ca/staff-directory>.