

Frequently Asked Questions

Tourism Distribution Centre Closure January 2019

Tourism Nova Scotia announced the closure of its Tourism Literature Distribution Centre on Tuesday, January 15, 2019. The building that houses the distribution centre will be torn down this winter to allow for the expansion of Dartmouth General Hospital. After a review of its operations, TNS made a decision to stop operating a literature distribution centre.

1. Who will ship Tourism Nova Scotia's Doers and Dreamers Guide and maps in 2019?

A: Tourism Nova Scotia is in the process of finalizing how the Doers & Dreamers Travel Guide and maps will be shipped in 2019. We will share an update as soon as possible.

2. Why not re-open the distribution centre in a different location?

A: Given the decreasing and seasonal demand for printed tourism literature, Tourism Nova Scotia made a business decision to no longer operate a distribution centre. This will allow us to focus on activities aimed at attracting visitors to the province and growing tourism revenues.

3. Will Tourism Nova Scotia continue to distribute industry brochures and guides to visitor information centres throughout the province?

A: The closure of the distribution centre means TNS will no longer distribute industry-produced brochures and guides to visitor information centres throughout the province. Businesses and organizations that print tourism guides and brochures will be responsible for arranging and paying to ship their materials directly to visitor information centres throughout the province. To help with this transition, we have updated our corporate website, tourismns.ca with contact information for Tourism Nova Scotia's six provincial visitor information centres, as well as guidelines for displaying brochures and travel guides at these centres. We will also share contact information for community visitor information centres when that information becomes available.

4. Other jurisdictions still offer distribution services to industry either for free or at a cost. Why isn't Tourism Nova Scotia doing that as well?

A: We've made a business decision to no longer operate a distribution centre and offer distribution services. This decision is not based on what other jurisdictions are doing. This will allow us to focus on activities aimed at attracting visitors to the province and growing tourism revenues.

5. What is the new process for placing orders for Doers and Dreamers Guides and maps? (Individuals and Bulk Orders)

A: An online form has been added to the corporate website, which tourism partners, and Community visitor information centres will use to request bulk orders of Tourism Nova Scotia's Doers & Dreamers Guide and maps. Orders will be reviewed by marketing and once approved, they will be shipped within 10-14 business days. The form can be found at <https://www.tourismns.ca/marketing/RequestTravelGuides>

Individual travellers will continue to use the online form on NovaScotia.com to request Tourism Nova Scotia's travel guides and maps. These requests will be compiled by the Tourism Contact Centre and processed.

6. Can I ship my brochures directly to Tourism Nova Scotia's Provincial VICs?

A: Tourism businesses and organizations are being encouraged to reach out directly to Provincial visitor information centres to understand which ones are best positioned to promote their offering to visitors, and to determine shipment quantities and make delivery arrangements. We have updated our corporate website, tourismns.ca with contact information for Tourism Nova Scotia's six Provincial visitor information centres, as well as guidelines for displaying brochures and travel guides at these centres.

7. How will literature be approved for display at Provincial VICs?

A: VIC staff are responsible for ensuring all literature displayed at the VIC meets Tourism Nova Scotia's brochure distribution guidelines. The guidelines are posted on our corporate website at <https://www.tourismns.ca/marketing/visitor-information-centres/display-brochures>

8. How do I get my tourism brochures or guides to Community VICs?

A: Tourism Nova Scotia does not operate community VICs, however we will be publishing contact information for Community visitor information centres on our web site once that information is available. It will be the responsibility of tourism businesses and organizations to contact community VICs directly to determine which ones are willing and best positioned to promote your offering to visitors. At the same time, you can determine shipment quantities and delivery options.