

# Become Nova Scotia's Next Great Travel Experience

Monday, November 26  
2018 TIANS Tourism Summit

# WELCOME





# OVERVIEW

- Create a Great Experience
- Inspiration Stations
  - Growing your business
  - Attracting your best customers
  - Developing your experience
  - Closing the sale
- Tools to Create Experiences



# WHAT ARE EXPERIENCES?

Experiences are unique, hands-on activities where a visitor learns something by doing something with someone who lives here.

- Authentically connect visitors to Nova Scotia places and people, such as chefs, fishers, farmers, artisans, guides, musicians, and storytellers to differentiate.
- Offer added-value to activities that visitors will pay a premium for, increasing tourism revenues





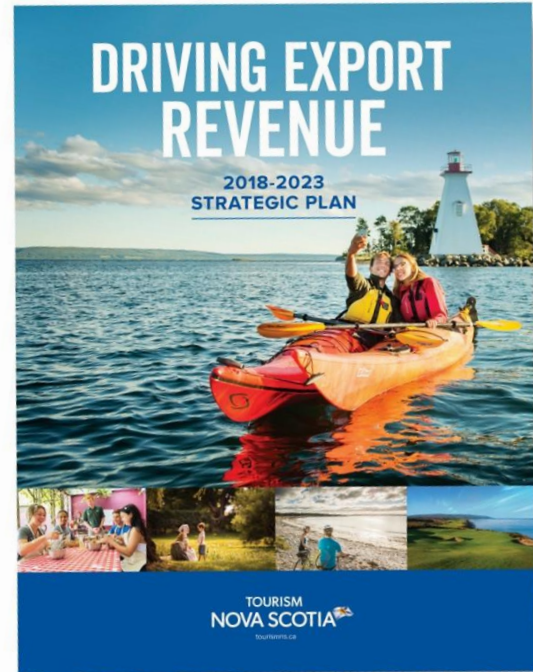


# NEW IS NECESSARY

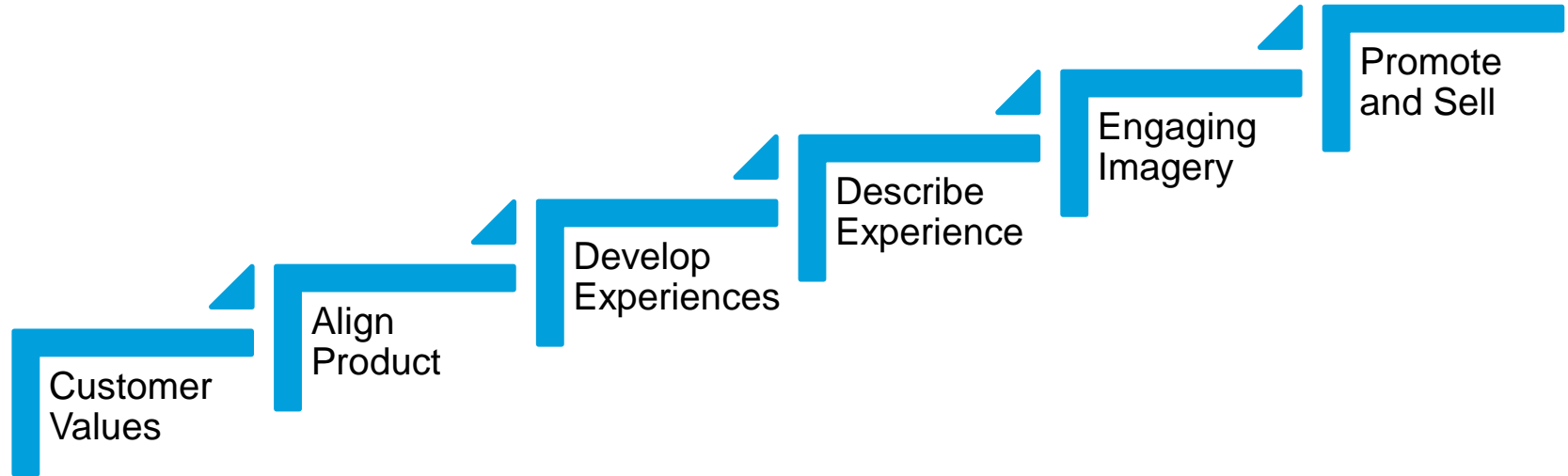
Status quo will not get us to \$4B.

We will strategically elevate and grow opportunities and partnerships to create:

- New experiences
- New ways to experience our icons
- New icons to experience
- New media buzz
- New markets and visitors amplifying NS



# CREATE A GREAT TRAVEL EXPERIENCE

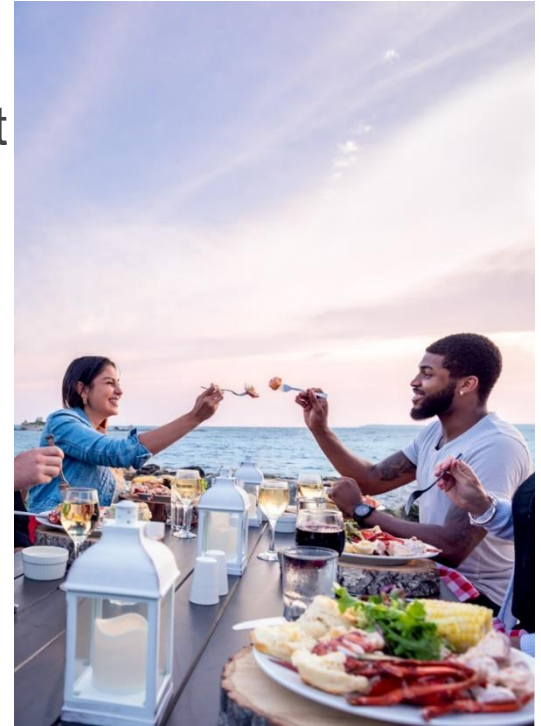


# EXPLORER QUOTIENT™ (EQ)

EQ is based on understanding the ‘why’ of travel—visitors’ values (social and travel), that influence their behaviour (how they travel), and interests (what activities they travel for).

TNS has three target EQ segments:

- Authentic Experiencers
- Cultural Explorers
- Free Spirits





# AUTHENTIC EXPERIENCERS

- More educated and understated travellers
- Want to live like the locals and don't need to be pampered
- Travel is about personal development and learning
- Do their own thing and explore 'off-the-beaten-path' areas
- Love to become fully immersed in the area's history and culture



# CULTURAL EXPLORERS

- Love to travel and are always planning their next trip!
- Travel is a time to learn, discover and 'blend in' with the locals
- Love outdoor adventure
- Travel is best experienced with fun, like-minded companions
- Are spontaneous



# FREE SPIRITS

- Travel is a time to escape
- Take in must-see experiences, checklist travelers
- Seek luxury and high-end experiences
- Are highly social—the traveller's traveler
- Love to try new activities and share





# SEGMENTATION BENEFITS BUSINESS

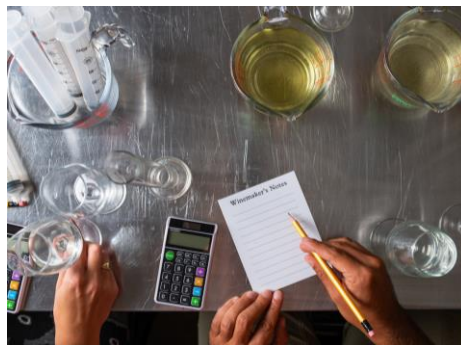
- Better differentiation from competitors.
- Improved yield.
- Higher perceptions of excellence.
- Positive advocacy from customers.



# AVONDALE SKY WINERY

Stewart Creaser

# TIDAL BAY WINE ADVENTURE





# CAPE LAHAVE ADVENTURES

SARAH HRDLICKA

# LAHAVE ISLANDS GLAMPING ADVENTURE



# FUNDY GEOLOGICAL MUSEUM

TIM FEDAK



# DIG FOR CANADA'S OLDEST DINOSAURS



# OCEANSTONE SEASIDE RESORT

SUSAN WILSON

# LOBSTER FEAST & PEGGY'S COVE ADVENTURE





# EXPLORE TO LEARN MORE!



# INSPIRATION STATIONS

## **Growing Your Business With Experiences**

Stewart Creaser, Avondale Sky Winery & Judy Lynch, TNS

## **Attracting Your Best Customers**

Susan Wilson, Oceanstone Seaside Resort & Erin Hume, TNS

## **Developing Your Experience**

Tim Fedak, Fundy Geological Museum & Nick Fry, TNS

## **Closing The Sale**

Sarah Hrdlicka, Cape LaHave Adventures & Heather Yule, TNS

EXPERIENCES CREATE A BUZZ

**The Daily Telegraph**



*boston.com*

» TORONTO STAR «

**The  
Boston  
Globe**

THE  
**NEW YORKER**

**TRAVEL+  
LEISURE**

**FOOD & WINE**

**WESTJET MAGAZINE**

TOURISM  
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PAID POST | WHAT IS THIS?

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**CANADA**  
KEEP EXPLORING

## Great Canadian Lobster Fishing Feast at White Point Beach Resort

March 23-25, 2018, April 6-8, 2018, April 13- 15, 2018, or May 4-8, 2018





# DESTINATION CANADA

a Keep Exploring - X

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It's pretty easy to fall in love with Nova Scotia, don't you agree? 😎☀️  
#VISITNOVASCOTIA

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Travel Company

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👤 Katherine Wadden and 21

About

🌐 [www.canada.travel](http://www.canada.travel)

🏠 Travel Company

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# TOOLKIT: GREAT EXPERIENCE INGREDIENTS



# EXCELLerator PROGRAM 2019

- Icons, most competitive differentiators
- Create new purchasable visitor experiences
- Motivate travel by first time visitors
- Increase NS profile, create buzz and media coverage



# STAY CONNECTED

- **Newsletter**  
Sign-up for *inTouch*
- **Twitter**  
Follow @TourismNS
- **LinkedIn**  
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- **Website**  
Visit tourismns.ca



Wednesday, August 1, 2018

## Welcome to the *inTouch* blog!

New *inTouch* feature stories are now available on the Tourism Nova Scotia corporate website, along with the latest research, marketing activities, and industry tools and resources.



### Revitalizing Iconic Sites to Enable Tourism Growth

Nova Scotia will invest in infrastructure at five iconic tourism sites to enhance visitor access and experiences, and further motivate travel to the province.

[Read More](#)



### Important Information - 2019 Doers & Dreamers Guide Listing Updates

The deadline to update your business listing for the 2019 Doers & Dreamers Travel Guide is September 14.

[Read More](#)



### Growing Cruise Industry Brings International Visitors to Communities Throughout Nova Scotia

Cruise visitation to ports throughout Nova Scotia is growing as the Atlantic Canada Cruise Association and Nova Scotia's ports work collaboratively to promote the province as a cruise destination in spring, summer and fall.

[Read More](#)



# THANK YOU

## **Experience Development Manager**

Heather Yule | 902-798-6768 | [heather.yule@novascotia.ca](mailto:heather.yule@novascotia.ca)

## **Experience Development Advisors**

Bay of Fundy & Annapolis Valley, Cape Breton

Nick Fry | 902-798-6767 | [nick.fry@novascotia.ca](mailto:nick.fry@novascotia.ca)

Eastern Shore, South Shore

Erin Hume | 902-798-6768 | [erin.hume@novascotia.ca](mailto:erin.hume@novascotia.ca)

Halifax, Northumberland Shore

Katherine Wadden | 902-798-6771 | [katherine.wadden@novascotia.ca](mailto:katherine.wadden@novascotia.ca)

Yarmouth and Acadian Shores

Judy Lynch | 902-798-6763 | [judy.lynch@novascotia.ca](mailto:judy.lynch@novascotia.ca)

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