

## TIP SHEET #1: EXPERIENCES CAN GROW YOUR BUSINESS

We are competing with destinations around the world. Motivating travellers to choose Nova Scotia now, is the goal. By offering unique, authentic, purchasable experiences that can only be found in Nova Scotia, your business will stand out to travellers.

**What exactly do we mean when we talk about purchasable experiences? Simply put, creating or curating a unique mix of activities and services including opportunities for visitors to do something special with a local guide, all packaged at one price point - that's a purchasable experience.**

In this *Nova Scotia Experience Toolkit*, you'll get access to insights and tools from Tourism Nova Scotia's team and industry partners. Learn about visitor insights, experience development best practices, and marketing tactics to help you grow your business. In each section of this Toolkit, start out by watching the Explainer Video then, learn more about each topic covered by exploring the supporting Tip Sheets and Work Sheets. Ready to learn how experiences can grow your business?



Experiences can help you connect with your best customers, make more money, set yourself apart from the competition, and create more demand for your business. Let's take a closer look:

**1. Connect with your best customers:** When you create new experiences aligned with targeted travellers' values and preferred activities, you position your business to catch the attention of your best customers. Learn more about aligning with your best traveller in Section Three of this toolkit.

**2. Increase value:** Well-planned experiences create value for travellers, offering something they can't get anywhere else in the world. Visitors are willing to pay more for high-value experiences that connect them to our people, places, culture, and coastline, meaning higher revenues per customer.

**3. Set you apart from the competition:** Quality experiences that are unique and differentiate Nova Scotia can motivate travel to our province and help your business stand out locally and globally.

**4. Create more demand for your business:** Experiences can generate more interest and sales for your business. They can encourage an extended stay with your business, attract a new kind of customer, or give existing target markets new reasons to return to your business. Think strategically, like offering experiences on days when you aren't as busy as you would like to be.

## ELEVATING FROM A PRODUCT TO AN EXPERIENCE

Every level of value you add to enhance your visitor experience sets you apart from your competitors. Best of all, the more value you add, the greater the opportunity to increase your revenue and increase visitor satisfaction!

In the example below, let's take a look at how you can elevate an existing a product, such as lobster, to an experience with an unexpected "wow" factor.



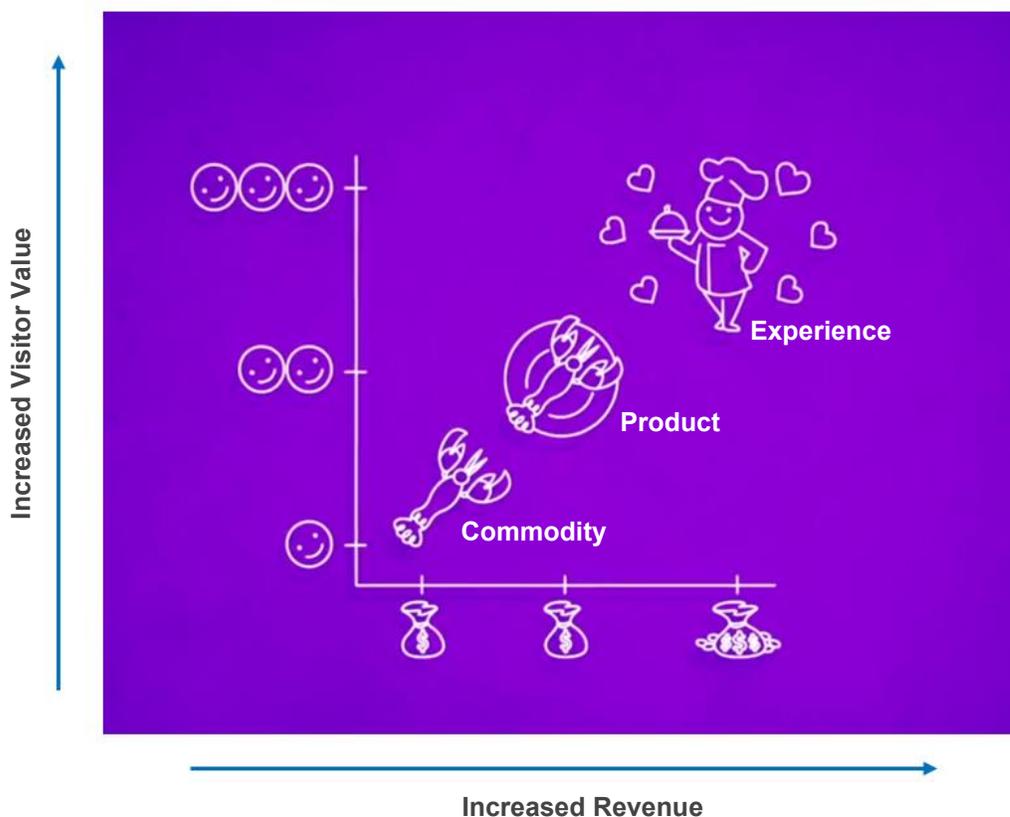
**1. Commodity:** When I buy a fresh lobster, I am buying a commodity. I can only buy this lobster once (it's perishable) or I can choose to buy a steak instead (it's substitutable).



**2. Product:** When I buy a lobster dinner in a restaurant, I am buying a service due to the preparation and serving of the meal. The service is intangible and can be customized to my liking.



**3. Experience:** When I purchase an experience to paddle through a coastal estuary, guided by a local adventure and ecology expert, then enjoy an exclusive lobster roll picnic on a secluded white sand beach, prepared for me with a WOW factor - that is an experience!



## CASE STUDY: CAPE LAHAVE ADVENTURES



In 2017, Cape LaHave Adventures developed the [LaHave Islands Glamping Adventure](#) focused on new type of traveller, using insights and information that you'll find here in the *Nova Scotia Experience Toolkit*.

Experiences can vary from a two-hour guided paddle to two-day guided adventure. The *LaHave Islands Glamping Adventure* offers guided kayaking, hiking, paddle boarding, and yoga combined with glamping, local food, and unique stories of the area. Visitors meet the last lighthouse keeper in the LaHave Islands, have all meals and snacks prepared by a wilderness chef who features local delicacies, then drift off to sleep in maritime themed canvas tents by East Coast Glamping, equipped with quality bedding and other modern comforts.

### How did experiences grow Cape LaHave's business?

Let's take a closer look at some benefits to developing a new experience, identified by Cape LaHave Adventures:

- 1. Attract a new visitor type:** Sarah Hrdlicka, Co-owner of Cape LaHave Adventures, found the Explorer Quotient® (EQ) insights and resources helpful. Focusing on a new target traveller type, they elevated an outdoor adventure experience and added value with details like enhanced locally sourced food and more luxurious wilderness accommodations.
- 2. Increased business profile:** Tapping into EQ® insights, Cape LaHave Adventures learned about the best ways to reach their target traveller, creating photography to capture attention, and what words and writing styles appeal most. Insights coupled with a strategic range of marketing and promotional activities like popular paddling and yoga magazines helped push their business profile even further. Their experience was featured as part of an article in *Outside Magazine* on best island adventures.
- 3. Increased spend per visitor:** The value Cape LaHave Adventures introduced to their experience offering appealed to their newly targeted traveller-type. This allowed them to price *LaHave Islands Glamping Adventure* accordingly.

**“Although Tourism Nova Scotia has great resources available, they're only as great as the work that you do with those resources. It was up to us to take the materials and apply it to our particular context and make sure that it made sense for our business.”**

**- Sarah Hrdlicka, Co-owner, Cape LaHave Adventures**