

TIP SHEET #14

LEVERAGE NOVASCOTIA.COM

It's no secret travellers use the internet as a top source for travel planning. NovaScotia.com is Tourism Nova Scotia's main call to action in our marketing around the world, receiving about 4 million visits annually. As a well-optimized and credible source of information, listing on NovaScotia.com not only maximizes your exposure to targeted travellers, but over time, can help boost your business' organic (unpaid) search engine results.

To **list your tourism business on NovaScotia.com**, reach out to Stephanie Wadden, our Digital Marketing Advisor at 902-798-6921 or email stephanie.wadden@novascotia.ca. Find out more about listing criteria and available categories such as:

- Attractions
- Artisan studios or galleries
- Tour operators
- Trails
- Accommodations or Campgrounds
- Outdoor (parks, beaches, golf courses, outdoor equipment rental, etc.)
- Eat & Drink which includes Taste of Nova Scotia member restaurants and wineries, distilleries, cideries, and breweries.

Once your business listing is complete, you can create a [Partner Portal](#) account and list your [experiences](#), [packages](#), and [events](#) on NovaScotia.com for free. Listings with well-written descriptions, great photos, and video help to influence purchasing decisions of travellers. There are also ways for you to boost your Nova Scotia listings through [paid opportunities](#).

PACKAGE OR EXPERIENCE

Packages include a minimum of two components such as accommodations, dining, or transportation services. Like a package, experiences include multiple elements but go beyond to include well-themed, hands-on activities that engage as many of the five senses as possible, and ensure visitors learn something by doing something with someone who lives here.

To list an experience on NovaScotia.com, find out more about [criteria](#) like offering experiences a minimum of four times per year.

