

## TIP SHEET #3: WHAT'S YOUR BUSINESS VIBE?

What do customers think about your business? What photos, reviews, or ads have they seen? What experiences and feelings will they have while they're visiting your business? And, what stories will they tell friends and family when they return home? These touch points create lasting impressions in the minds of visitors. That is your brand.

Brand is more than a tagline or logo on an advertisement. It's perception, rooted in the visitor's experience and the sum of all interactions they have with your business. Everything they see, hear, do, smell, and taste contributes to their perception of your business, and Nova Scotia as a destination. So let's take a closer look at what you can do to help your business vibe connect with your best customers and inspire travellers to choose your business.

### Building a strong brand with visitors

Paying close attention to each touchpoint a visitor has with your business allows you to influence traveller perceptions. How do you welcome travellers when they arrive? Do you offer a range of experiences to spark the interests of different types of travellers? Does your online presence and the photos you share on social channels motivate them to learn more about your business? All these touchpoints influence the visitor's perception of your business.

### Leveraging Nova Scotia's brand

A strong brand helps Nova Scotia stand out as a destination and inspires travellers from around the world to visit. When it comes to travel, there is a world of choice. A brand helps differentiate destinations. When curating Nova Scotia's brand, Tourism Nova Scotia (TNS) listened to what visitors were saying about our province as a travel destination and connected with industry observations from across the province. We brought these insights together to shape Nova Scotia's brand from a visitor perspective: 'We believe life's most beautiful moments are unexpected.' This brand is a guide to visitor expectations and is the foundation of TNS marketing initiatives. Learn more about [Nova Scotia's brand promise](#) and watch our [brand promise video](#).

*'We believe life's most beautiful moments are unexpected.'*

Centred around a core belief that beautiful, unexpected moments are found in Nova Scotia, we connect with visitors seeking new experiences - especially with those who value authenticity and creating memories along the way.





## A stronger collective voice

You are Nova Scotia's brand. Your business, employees, and experiences all influence what travellers think and share about visiting Nova Scotia.

It's up to all of us to create special moments that authentically and meaningfully connect visitors with places, people, and flavours in unexpected ways. When you deliver authentic experiences and unexpected delights, visitors leave with lasting memories of their trip. The great stories they share about their visit strengthens Nova Scotia's brand, helping to attract more visitors to your business, and our province!

Life's most beautiful moments are unexpected – let's work together to create more of them for our visitors. When we work together, we have a stronger collective voice and Nova Scotia will stand out even more as a must-visit destination. Use this brand as a compass to guide you in creating purchasable, authentic Nova Scotia experiences.

