

# PROMOTE YOUR BUSINESS OR COMMUNITY WITH TOURISM NOVA SCOTIA

June 4, 2020

Presented by  
Michelle Sears, Digital Marketing Advisor

# Michelle Sears, Digital Marketing Advisor, Tourism Nova Scotia

- Michelle is a member of the marketing team at Tourism Nova Scotia and oversees the official trip planning website, NovaScotia.com
- Michelle led the recent refresh of NovaScotia.com
- She works directly with tourism operators to optimize their presence on NovaScotia.com and help them connect with potential customers

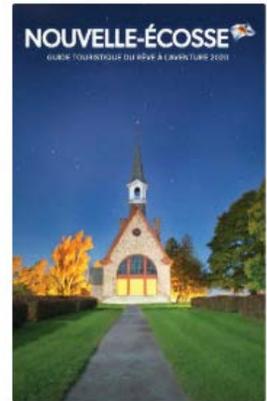
# AGENDA

- What we do
- Listings on NovaScotia.com
  - Tourism Business listings
  - Festivals & Events, Packages & Experiences
- Boosting your Community profile
- Opportunities
  - Advertising Opportunities
  - Photo & Video Assets
- Social Media

# WHAT WE DO

We promote Nova Scotia as a vacation destination by showing potential visitors the many things that they can see and do while on vacation in Nova Scotia.

We focus on experiences that our research tells us will motivate people to book a trip. We have several channels that we use to market directly to travellers.





# NOVASCOTIA.COM

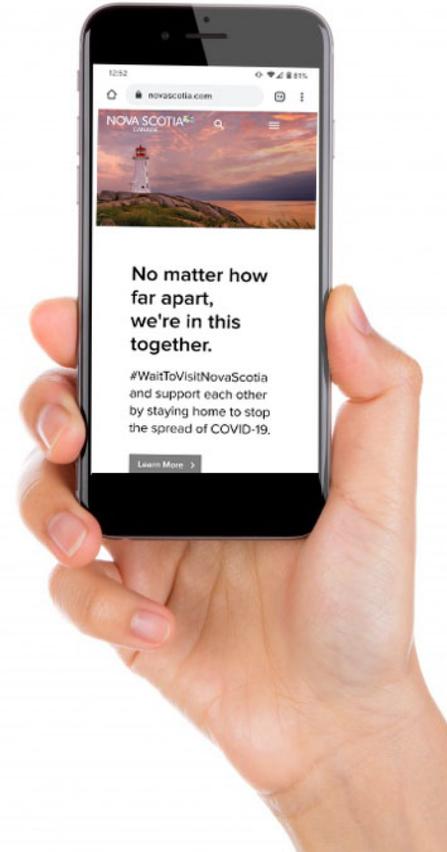
# NOVASCOTIA.COM

We work with Nova Scotia tourism businesses, organizations and communities to showcase the variety of things to do and places to stay while on vacation here.

Our goal is to inspire visitors to book a trip to Nova Scotia and to connect them directly with businesses in order to close the sale.

# NOVASCOTIA.COM

- New mobile friendly website launched in February 2020
- New features include:
  - Interactive map tool with date and category filters
  - Addition of Itineraries and Stories sections



# 2019 WEBSITE ANALYTICS

- 3.6 million entrances onto NovaScotia.com (-2%)
- 2 minutes avg per session (+9%)
- 14.9% bounce rate (-23%)
- 38% exit rate (+8%)

Comparison of 2019 to 2018



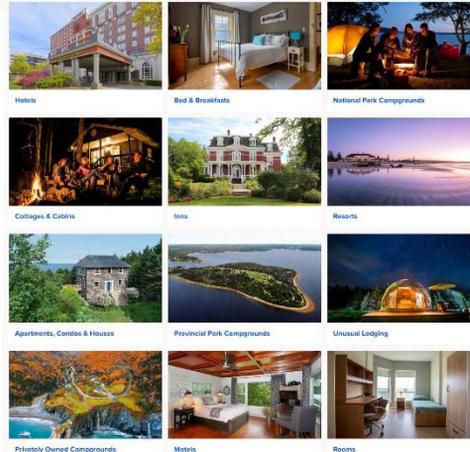
# LISTINGS ON NOVASCOTIA.COM

- Business
- Festival & Events
- Packages
- Experiences



## Places to Stay

From hotels of all shapes and sizes, vacation resorts & spas, seaside cottages, charming inns & B&Bs, unique glamping, and more, there's something for everyone. Whether you're looking for a romantic getaway, a family vacation, or a unique accommodation to experience, you have a wide variety of places to stay in Nova Scotia.



# BUSINESS LISTINGS

## Places to Stay

## Attractions

- Gardens, Lighthouses, Museums & Historic Sites, UNESCO Sites, Artisans & Galleries, Health & Wellness, Theatres, \*Kid Friendly

## Eat & Drink

- Wineries, Distilleries, Breweries, Cideries, Restaurants, Farm & Farmers' Markets, Specialty Food Shops, Food & Drink Tours

## Outdoor Activities & Tours

- Parks, Trails, Beaches, Whale Watching, Hiking, Equipment rentals, Surf & Water Sports, Kayaking/Canoeing, Golf, Tidal Bore Rafting, Cycling, Sightseeing, Boating & Sailing, Fossils, Winter, Adventure, Sport Fishing

# TOURIST ACCOMMODATIONS REGISTRY

Fixed-roof accommodations wishing to appear on NovaScotia.com must:

- Register with the Tourist Accommodations Registry
  - <https://beta.novascotia.ca/register-your-tourist-accommodation>
- Provide monthly accommodation occupancy reports
  - <https://tourismns.ca/research/accommodation-occupancy-reporting>

\*Campgrounds must also provide monthly accommodation occupancy reports in order to be listed on NovaScotia.com.



♥ Add to Wishlist

— DAYS & HOURS

## Gaspereau Vineyards

By of Flank & Annapolis Valley

WEBSITE



### Overview

Nestled on the south-facing slopes of the sun-kissed Gaspereau Valley, Gaspereau Vineyards is a boutique winery best known for outstanding Rieslings and fruit-forward, terroir-driven elegant white and robust red wines. Our winery creates award-winning premium estate-grown wines.

Winemaker Gina Hourcade takes great care to transfer the essence of Nova Scotia's extraordinary terroir into truly unique wines. The result is wine of exceptional quality for the sophisticated palate and intimate occasions.

We are located just 3 kilometers from downtown Wolfville. Daily you'll enjoy wine tastings and browsing our broad selection of wines. In season we offer vineyard tours and locally inspired food pairings on our licensed Vineyard Patio. Grab a lunch or go and hike along our valley roads, or linger with a glass of wine on the patio and watch the sun set on the vineyards.

In the vineyard and boutique, the Gaspereau team is a small but passionate crew dedicated to providing guests with a complete and personal Nova Scotia wine experience. Through pairing suggestions and tastings we will help you truly discover the excellence of our Nova Scotia wine. There is always something special to discover here.

LOCATION	2739 Glenview Road Gaspereau Get Directions
DATES	May 31, 2020 - December 31, 2020
CONTACT	902-542-3855 info@gaspereauwinery.com View Website  
HOURS OF OPERATION	May 21 - 28 daily 10am - 5pm, June 1 - September 30 daily 10am - 6pm, October 1 - 27 daily 10am - 6pm, October 28 - December 23 Friday-Sunday 10am-4pm (closed for Remembrance Day)
 150 Reviews	
	#3 of 16 Wineries in Nova Scotia
Read Reviews	

### Experiences, Packages & Events



— PRODUCTS & EXPERIENCES

#### Afternoon Escape

4.5 (14 Reviews)

May 01, 2020 - October 31, 2020



— PRODUCTS & EXPERIENCES

#### Cheese & Lunch Escape

4.5 (14 Reviews)

May 01, 2020 - October 31, 2020



1 - 2 of 2 pages

Larger photo display and carousel



Business description

**Overview**

Located on the south-facing slopes of the sun-kissed Gaspeaux Valley, Gaspeaux Vineyards is a boutique winery best known for outstanding Reddings and fruit-forward, laser-driven elegant white and robust red wines. Our winery creates award-winning premium estate-grown wines.

Winemaker Gina Hancock takes great care to transfer the essence of Nova Scotia's extraordinary terroir into truly unique wines. The result is wine of exceptional quality for the sophisticated palate and intimate occasions.

We are located just 3 kilometers from downtown Halifax. Daily you'll enjoy wine tastings and browsing our broad selection of wines. In season we offer vineyard tours and locally inspired food pairings on our Reserve of Noble Patis-Grais a lunchbox and fine dining our valley sides, or linger with a glass of wine on the patio and watch the sun set on the vineyard.

In the vineyard and boutique, the Gaspeaux team is a small but passionate crew dedicated to providing guests with a complete and personal Nova Scotia wine experience. Through pairing suggestions and tastings we will help you truly discover the excellence in our Nova Scotia wine. There is always something special to discover here.

Links to your experience, package and/or event listings

**Experiences, Packages & Events**

**WINE TASTING EXPERIENCES**

**Afternoon Escape**  
Friday 1:00pm - 3:00pm  
May 01, 2020 - October 01, 2020

**WINE TASTING EXPERIENCES**

**Cheese & Lunch Escape**  
Friday 1:00pm - 3:00pm  
May 01, 2020 - October 01, 2020

Contact information prominently displayed including links to website, social media, 'Book Now', & TripAdvisor ratings

**Gaspeaux Vineyards**  
Riv. of Purity & Arragotts Valley

[WEBSITE](#)

**LOCATION:** 2239 White Birch Road, Gaspeaux, NS, Canada

**DATES:** May 01, 2020 - December 23, 2020

**CONTACT:** 902 542 1855, info@gaspeauxvine.com, View Website

**HOURS OF OPERATION:** May 2 - 21 daily 10am - 5pm, June 1 - September 20 daily 10am - 5pm, October 1 - 27 daily 10am - 5pm, October 28 - December 23 Friday-Sunday 10am - 5pm (closed for Remembrance Day)

5.0 Review  
#1 of 16 things to do in Halifax

[View Reviews](#)

# MANDATORY INFO ON LISTINGS

- Minimum of 1 horizontal photo
- Contact information including address, phone, and email
- Open and close dates and times
- A written description of the services provided by your business
  - Visit <https://www.tourismns.ca/webinar-series> to view recorded webinar 20 May 2020: *SEO: Why Search Engine Optimization is More Important Than Ever* for technical tips on how to improve your search rankings
- A link to your ratings on a peer review site
  - i.e. TripAdvisor, Expedia, Google Business, Yelp, etc.

\*Accommodations & Campgrounds must also include rates, number of rooms/sites, and available amenities.

# APPLY FOR A BUSINESS LISTING

To apply for a free business listing, please ensure you meet the specified criteria and apply using the appropriate application form.

Forms can be returned by mail or scanned and submitted by email to [stephanie.wadden@novascotia.ca](mailto:stephanie.wadden@novascotia.ca).

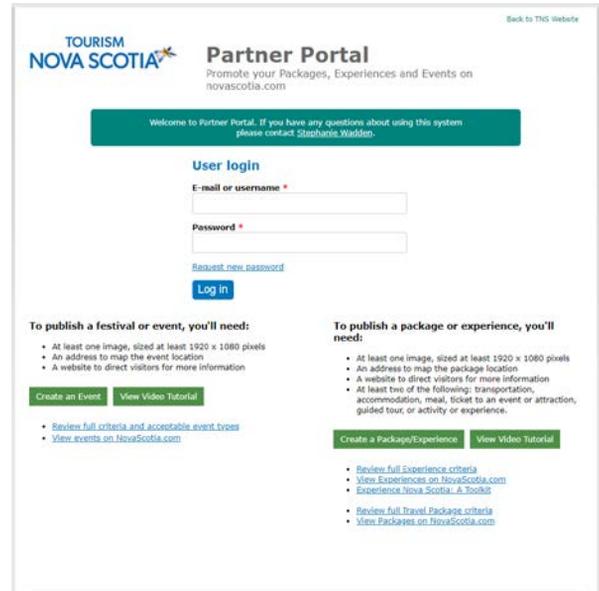
- **Criteria:** <https://tourismns.ca/marketingeligibilitycriteria>
- **Application forms:** <https://tourismns.ca/promoteyourbusiness>

# PARTNER PORTAL

Organizing a Festival & Event? Do you have a travel package or a special deal that you would like to add and link to your tourism business listing? Are you offering a unique experience that would qualify for an experience listing on NovaScotia.com?

To add your free festival & event, package or experience listing to NovaScotia.com, you must create a login on Partner Portal, then add all required information and submit for approval.

<https://partners.novascotia.com>



The screenshot shows the 'Partner Portal' login and submission page. At the top left is the 'TOURISM NOVA SCOTIA' logo. The page title is 'Partner Portal' with the subtitle 'Promote your Packages, Experiences and Events on novascotia.com'. A teal banner contains the text: 'Welcome to Partner Portal. If you have any questions about using this system please contact Stephanie Wadden.' Below this is a 'User login' section with input fields for 'E-mail or username' and 'Password', a 'Request new password' link, and a 'Log in' button. Two columns of requirements are listed: 'To publish a festival or event, you'll need:' and 'To publish a package or experience, you'll need:'. Each column has a list of requirements and two buttons: 'Create an Event' / 'Create a Package/Experience' and 'View Video Tutorial'.

**TOURISM NOVA SCOTIA**

**Partner Portal**  
Promote your Packages, Experiences and Events on novascotia.com

Welcome to Partner Portal. If you have any questions about using this system please contact Stephanie Wadden.

**User login**

E-mail or username \*

Password \*

[Request new password](#)

**Log in**

**To publish a festival or event, you'll need:**

- At least one image, sized at least 1920 x 1080 pixels
- An address to map the event location
- A website to direct visitors for more information

[Create an Event](#) [View Video Tutorial](#)

[Review full criteria and acceptable event types](#)  
[View events on NovaScotia.com](#)

**To publish a package or experience, you'll need:**

- At least one image, sized at least 1920 x 1080 pixels
- An address to map the package location
- A website to direct visitors for more information
- At least two of the following: transportation, accommodation, meal, ticket to an event or attraction, guided tour, or activity or experience.

[Create a Package/Experience](#) [View Video Tutorial](#)

[Review full Experience criteria](#)  
[View Experiences on NovaScotia.com](#)  
[Experience Nova Scotia: A Toolkit](#)

[Review full Travel Package criteria](#)  
[View Packages on NovaScotia.com](#)

# FESTIVALS & EVENTS

## Categories

- Don't Miss
- Community
- Food & Drink
- Arts & Culture
- Music
- Outdoor & Sports

If your event has been cancelled for 2020, be sure to update your 2021 events dates as soon as possible so travellers planning future vacations have a chance to learn about your event at: <https://partners.novascotia.com>

For more information about hosting events, visit: [www.eventsnovascotia.com](http://www.eventsnovascotia.com)

♥ Add to Wishlist



FESTIVALS & EVENTS

## Royal Nova Scotia International Tattoo 2021

Halifax Metro

[BOOK NOW](#)



### Overview

Halifax's summer kickoff event is back and better than ever – and kids are free!

The Royal Nova Scotia International Tattoo is the only place you'll find pipers, drummers, dancers, acrobats, bands, choirs, singers, display teams, historical re-enactments, military precision and so much more under one roof!

Running June 26 to July 3 2021 at the Scotiabank Centre.

Tickets will be on sale soon.

<b>LOCATION</b>	1800 Argyle Street Halifax B3J 2V9 <a href="#">Get Directions</a>
<b>PRICE</b>	\$25.00 to \$68.00
<b>DATES</b>	June 26, 2021 - July 03, 2021
<b>CONTACT</b>	9024201114 18005631114 <a href="mailto:info@nstatattoo.ca">info@nstatattoo.ca</a> <a href="#">View Website</a> <a href="#">f</a> <a href="#">@</a> <a href="#">v</a> <a href="#">t</a>

# PACKAGES

A travel package on NovaScotia.com must include at least two purchasable items under one price point.

- i.e. two-night accommodation and a guided kayaking tour

A travel deal on NovaScotia.com must include an obvious saving or special deal.

- i.e. stay two nights and save a set percentage off an additional consecutive night

Add your package at: <https://partners.novascotia.com>



PHOTOS & COMMENTS

## Smudging

Color Text

WEBSITE



<b>LOCATION</b>	Chelonia Set Distributions
<b>PRICE</b>	\$3.00 to \$7.00
<b>DATES</b>	June 26, 2020 - September 27, 2020
<b>CONTACT</b>	Cape Breton Highlands National Park 902 224 2300 pc@parks.ca cbrn@parks.ca Visit Website



### Overview

Starting June 1, some Parks Canada places in Cape Breton Island and Canada will begin to offer limited access and services while maintaining physical distancing measures. The health and safety of Canadians, our visitors, and Parks Canada team members is of the highest priority for Parks Canada. The Agency is following the advice of public health authorities in ensuring visitor access and services. Openings will differ across each site. Information will be updated regularly. Find the most up to date information here: <https://www.pc.gc.ca/en/for-visitors/updates>

Please note, the visitor experience will be different than it has been in the past as we adapt to COVID-19.

Since time immemorial, many Indigenous cultures have used sacred smoke made from medicinal plants for spiritual cleansing. A commonest way to cleanse a person, place or object of negative energies or influences, today visitors recommend that smudge should be done in our daily lives, schools, and workplaces to promote healing.

Listen to Indigenous interpreter Mary Louisa Bernard discuss the history and benefits of the Mi'kmaq yellow red describes some of the common medicinal plants used in smudge ceremonies, and explains their uses. Watch as she performs a smudge cleansing for herself and offers the opportunity for you to participate. If you wish, hear traditional Mi'kmaq drumming and singing from Mary Louise, a Mi'kmaq elder. And finally, enjoy your own smudge medicine bundle to take with you.

Meet at Kitchener Shelter C, near the playground in the Chelonia Campground. Dress appropriately for the weather, even though the program will be held inside the shelter, evenings can be cool.

**Friday**  
8:30 p.m.  
1 hour

This experience is included with park admission fees.

Youth 17 and under receive free admission to Parks Canada parks.

### Partners



TO TOUR

Cape Breton Highlands National Park

Cape Breton Highlands NP (Cape Bre)

May 17, 2020 - October 28, 2020



ATTORNSIONS

Cape Breton Highlands National Park

Cape Breton Highlands NP (Cape Bre)

May 17, 2020 - October 28, 2020



1 - 4 of 24 pages

# EXPERIENCES

Experiences help set Nova Scotia apart and create memorable vacations that keep visitors coming back.

An experience connects visitors to our culture, people, places, and flavours through hands-on activities.

Interested in developing an experience? Contact our Tourism Development team:

[tourismdevelopment@novascotia.ca](mailto:tourismdevelopment@novascotia.ca)

♥ Add to wishlist



PACKAGES & EXPERIENCES

## Ginstitute by the Sea

Northumberland Shore

[BOOK NOW](#)

<b>LOCATION</b>	1963 Highway 245, Arling B2G 2L1 <a href="#">Get Directions</a>
<b>PRICE</b>	\$600.00 to \$900.00
<b>DATES</b>	March 20, 2020 - June 16, 2020
<b>CONTACT</b>	Steinhart Distillery 902-863-5530 <a href="mailto:info@steinhartdistillery.com">info@steinhartdistillery.com</a> <a href="#">View Website</a>  



### Overview

Go behind-the-scenes at award-winning Steinhart Distillery to craft your very own spirits. With ocean views as your backdrop, forage for ingredients and select from an array of spirits and citrus to create your unique flavours with the distiller. Savour German-inspired local delicacies, paired with Nova Scotia cocktails, as you perfect your craft.

#### Experience Includes:

- **Signature Steinhart cocktail** featuring award-winning spirits
- **Private guided tour:** Go behind the scenes of the distillery, inspired by 300 year old German family traditions
- **Distill your own spirits:** Using local ingredients, discover the secrets of distilling and flavouring
- **Perfect your recipe:** With the help of your expert distiller, create and bottle a gin or vodka that's completely your own!
- **Enjoy German schnitzel,** made onsite using traditional recipes and farm fresh produce
- **2 night stay in ocean view chalet:** Stay onsite in one of our ocean view chalets.

#### The details:

At Canada's most awarded craft distillery, check in to your chalet on Friday at 3pm, checkout Sunday at 11am. Chalets feature 2 bedrooms and 1 pull out couch. All meals and cocktails are included during your stay.

**Friday:** Check in at 3pm, enjoy a German inspired meal and a cocktail of your choice. Private tour of the distillery starts at 6pm.

**Saturday:** After breakfast walk over to the distillery to start making your spirits with your expert distiller along with some sampling. For lunch enjoy German schnitzel then forage for ingredients on site to include in your gin or vodka recipe. Once your product is finished it will be bottled for you to take home. Everyone gets two bottles of their custom spirit!

**Sunday:** Waker up again to ocean views and fresh locally sourced breakfast for you to cook. Check out at 11am.

#### Available 2020 dates:

March 20-22, 2020

April 24-26, 2020

May 22-24, 2020

June 19-21, 2020

Price: \$600 person or \$900 per couple

Call directly to book your Ginstitute weekend 902-863-5530.

# COVID-19 UPDATES

As you are preparing to reopen, now is the perfect time to update your NovaScotia.com listings as well as to update your business website.

- How are you abiding by COVID-19 public health guidelines to ensure the safety of guests/customers?
- Have your hours and dates of operation changed?

**COVID-19-related updates for NovaScotia.com business listings can be sent to [novascotia@novascotia.ca](mailto:novascotia@novascotia.ca)**

# BOOSTING YOUR COMMUNITY PROFILE

# COMMUNITY PAGES

Nova Scotia has seven travel regions, each is home to diverse, welcoming communities and towns.

Community pages need to be relevant to visitors and include a sufficient amount of visitor experiences and business listings.

Interested in having your town or community on NovaScotia.com?

Contact [michelle.sears@novascotia.ca](mailto:michelle.sears@novascotia.ca)





## Clare / Baie Sainte-Marie

Clare is a beautiful coastal town in the heart of the Gaspé Peninsula. It is a charming town with a rich history and a beautiful view of the ocean. The town is known for its lighthouse, which is a popular attraction for visitors. The town is also known for its seafood, which is a popular delicacy. The town is a great place to visit for anyone who loves the ocean and a beautiful view.

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### Don't Miss Activities in Clare / Baie Sainte-Marie

CLARE

#### Beaux Vents! lobster suppers

- Beaux Vents! Lobster Supper is a special event that takes place in Clare, Baie Sainte-Marie, every Friday.
- The event features fresh lobster and other seafood dishes, along with live music and a DJ.
- There is also a raffle and a cash bar.

CLARE



### Clare / Baie Sainte-Marie & area Videos



### Top Places to Stay in Clare / Baie Sainte-Marie (Traveller Ranked)



**Bay View Cottages**  
 Bay View Cottages  
 4.5/5 (10 reviews)  
 Bay View Cottages



**Clare Bay Cottages**  
 Clare Bay Cottages  
 4.5/5 (10 reviews)  
 Clare Bay Cottages



**Clare Bay Cottages**  
 Clare Bay Cottages  
 4.5/5 (10 reviews)  
 Clare Bay Cottages



**Clare Bay Cottages**  
 Clare Bay Cottages  
 4.5/5 (10 reviews)  
 Clare Bay Cottages



**Clare Bay Cottages**  
 Clare Bay Cottages  
 4.5/5 (10 reviews)  
 Clare Bay Cottages



**Clare Bay Cottages**  
 Clare Bay Cottages  
 4.5/5 (10 reviews)  
 Clare Bay Cottages

# ITINERARIES

Itineraries offer up information on what to see and do in an area or multiple regions and can be themed road trips.

Itineraries currently on the site were designed with our core markets and EQ segments in mind... and now we need to start creating for a more regional/local market.

## Itinerary timeframes

- 48 hours
- 3 days
- 5 days
- 7 days
- 10 days

### 5 Day Itineraries



Halifax Hub & Spoke



Explore Cape Breton Island



Coastal Adventures

### 7 Day Itineraries



Savour Nova Scotia



Step Back in History



Explore Southwest Nova Scotia



# The Ultimate Nova Scotian Food Tour

## 10 Day Itinerary

Experience Nova Scotia's finest food in the comfort of your own home. This tour is a celebration of the province's rich culinary heritage and specialties. It's a chance to savor the best of Nova Scotia's food scene, from the coast to the city. This tour is a celebration of the province's rich culinary heritage and specialties. It's a chance to savor the best of Nova Scotia's food scene, from the coast to the city.



Halifax morning

### Day 1 Halifax

Start your Halifax morning with a delicious breakfast at the historic [The Harbour Hotel](#). Enjoy the view of the harbor and the city from the hotel's terrace. After breakfast, head to the [Maritime Museum of the Atlantic](#) to learn about the province's maritime history.

Next, head to the [Halifax Public Market](#) to explore the local food scene. Sample fresh seafood, including lobster and salmon, and enjoy the view of the harbor. After lunch, visit the [Halifax Harbour](#) to see the [Halifax Harbour Bridge](#) and the [Halifax Harbour](#) Lighthouse. Enjoy the view of the harbor and the city from the [Halifax Harbour](#) Lighthouse.

End your Halifax morning with a walk to the [Halifax Harbour](#) Lighthouse. Enjoy the view of the harbor and the city from the [Halifax Harbour](#) Lighthouse.



Lunenburg Harbour

### Day 2 Halifax to Lunenburg

Start your Halifax to Lunenburg journey with a scenic drive to Lunenburg. Enjoy the view of the harbor and the city from the [Halifax Harbour](#) Lighthouse. After lunch, visit the [Halifax Harbour](#) Lighthouse. Enjoy the view of the harbor and the city from the [Halifax Harbour](#) Lighthouse.

End your Halifax to Lunenburg journey with a walk to the [Halifax Harbour](#) Lighthouse. Enjoy the view of the harbor and the city from the [Halifax Harbour](#) Lighthouse.



# STORIES

The Stories section is a growing collection of themed articles and lists of things to do.

These blog article stories can often be a bit more tailored or niche than an itinerary.



**Stories**

 Coastal Wellness Escapes

Unwind and soak up beautiful coastal views. Reconnect, rejuvenate with locally sourced flavours and feel inspired as you connect to our land and sea. Whether you're in the mood for an inspiring seaside stay...

[Read More](#)



**NOVA SCOTIA GOURMET DINING ADVENTURES**

Immerse yourself in Nova Scotia's best and freshest local flavours, artfully prepared and served up just for you in idyllic locations. From wilderness...

[Read More](#)



**YOUR PERFECT BEACH DAY AWAITS**

From kayaking (gliding) in warm water beaches to an exhilarating surf lesson, we have it **planned** for you!

[Read More](#)



**EXPERIENCE NOVA SCOTIA'S NATIONAL PARKS**

Nova Scotia is home to three national parks - [Cape Breton Highlands National Park](#), [Peggy's Cove National Park](#), and [Fundy National Park](#).

[Read More](#)



**GOATS ON THE ROAD SHARE 10 THINGS NOT TO MISS**

By [Doreen Gault](#), co-founder of [Goats on the Road](#)

If you're wondering what to do in Nova Scotia...

[Read More](#)



**NEW 2020 COASTAL AND CULINARY EXPERIENCES**

Take your Nova Scotia vacation to the next level. Local experts guide the way and give behind-the-scenes insights on these backyard-to-unity experiences. **Next**

[Read More](#)



**TOURING NOVA SCOTIA BY THE SEA**

Over the past decade, Nova Scotia has seen some big developments across the province, from the Acadian Shores to Cape Breton Island. You'll find them in historic fishing villages, rural terraces...

[Read More](#)

1 2 3 4 5 6 7 8 9 10 11 12

1 - 5 of 18 stories



## Goats on the Road: 10 things not to miss in Nova Scotia

By Dariece Switt, co founder of [Goats on the Road](#)

If you're wondering what to do in Nova Scotia, this list has you covered. Whether you're interested in experiencing nature, getting active, eating fresh seafood, sipping on tasty drinks, or wandering around cities, there are numerous things to keep you busy.



### 1. Experience Tidal Bore Rafting

If you're an adventurous person, [tidal bore rafting](#) should be firmly placed on your list of things to do in Nova Scotia! Two times a day, the tides in the Bay of Fundy rise and fall (between 3.5 metres (11 feet) and 16 metres (52 feet), depending on the phase of the moon). When this massive influx of water pours into the Shubenacadie River, the two waters collide to create rapids, waves, and a whole lot of swells. Add to the fun: go mud-sliding after your rafting trip!



### 2. Drive the Cabot Trail

Touted as one of the most scenic drives in North America, this 287 kilometre (185-mile) route offers a stunning journey. Located on Cape Breton Island, the [Cabot Trail](#) is one of the most beautiful places to visit in Nova Scotia. It's a great place to drive, cycle, or experience the curvy road by motorbike.



### 3. Hike in National Parks

# OPPORTUNITIES



# ADVERTISING

Featured listings that appear throughout NovaScotia.com are a paid advertising opportunity with limited spots.

Interested in a featured listing?  
Please contact  
[meaghan.giffin@novascotia.ca](mailto:meaghan.giffin@novascotia.ca)

## Attractions listings

Filters Regions Dates TripAdvisor Rating

Show all results



ATTRACTIONS  
**Festival Antigayish Summers Theater**  
Jungewick, New Brunswick Shore  
July 01, 2020 - August 31, 2020  
5.0



ATTRACTIONS  
**Burntcoat Head Park**  
Near: Bay of Fundy & Annapolis Valley  
May 17, 2020 - October 14, 2020  
5.0



ATTRACTIONS  
**Yarmouth County Museum & Archives**  
Yarmouth, Yarmouth & Acadia Shore  
Open year-round  
5.0



ATTRACTIONS  
**Simons Nordic Spa**  
Chester, South Shore  
Open year-round  
5.0



ATTRACTIONS  
**Fort Royal National Historic Site**  
New Brunswick, Bay of Fundy & Annapolis Valley  
May 17, 2020 - October 13, 2020  
5.0



ATTRACTIONS  
**Fort Anne National Historic Site**  
Annapolis Royal, Bay of Fundy & Annapolis Valley  
May 17, 2020 - October 13, 2020  
5.0

All upcoming advertising opportunities will be announced via InTouch in summer/fall 2020.

# PHOTO & VIDEO ASSETS

Nova Scotia tourism operators can take advantage of TNS' extensive library of high-quality visual materials to help promote their business and region.

Register to access photos and videos by visiting <https://novascotia.barberstock.com/>

For more information around approved uses, please contact [sunny.bray@novascotia.ca](mailto:sunny.bray@novascotia.ca)



# SOCIAL MEDIA

# FOLLOW US!

## CONSUMER SOCIAL CHANNELS



<https://www.facebook.com/novascotia>



<https://www.youtube.com/user/NovaScotiaTourism>



<https://www.instagram.com/visitnovascotia>



<https://twitter.com/visitnovascotia>



<https://www.pinterest.ca/visitnovascotia>

# SOCIAL CONTENT: WHAT WORKS

High quality images, video and travel articles that:

- speak to a tourism audience by providing helpful information about what to see, eat, experience in Nova Scotia.
- are exciting and interesting so that people will want to engage with them and share.



Len Wagg Photography Visual Tour  
25 Photos

92,130  
People Reached

15,477  
Engagements

Boost Post

👍👍👍 2K

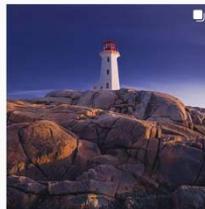
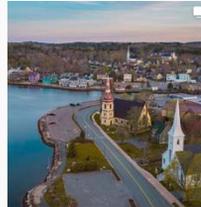
389 Comments 4.2K Shares

# PHOTO TIPS

Images that work best with our audiences:

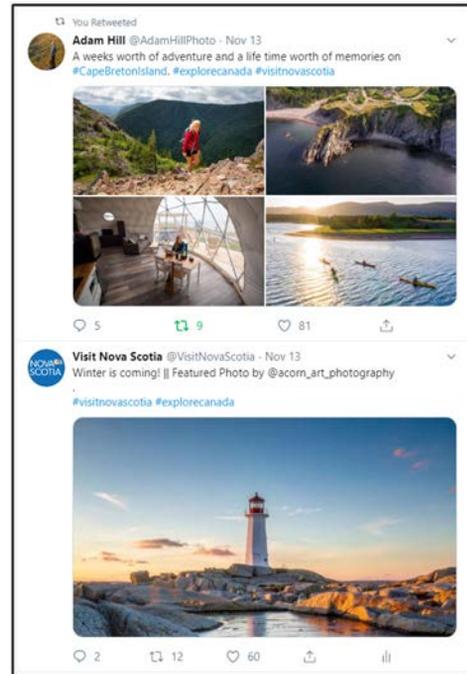
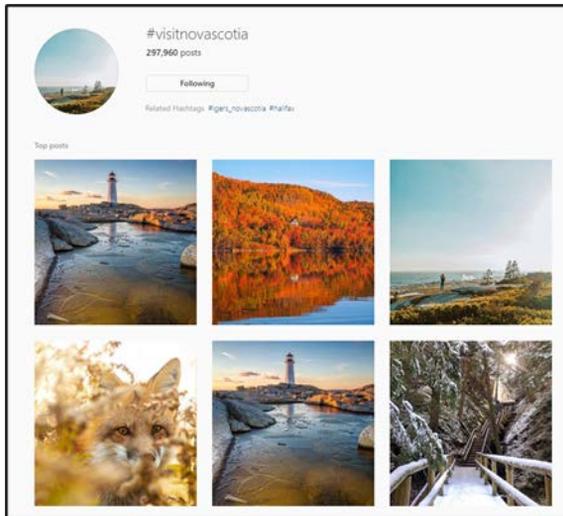
- bright colours
- clear and in focus
- unique angles and interesting composition
- authentic to Nova Scotia

Social Media questions:  
[cynthia.bragg@novascotia.ca](mailto:cynthia.bragg@novascotia.ca)



# FEATURED POSTS

Use our hashtag **#visitnovascotia** in social posts and tag **@visitnovascotia** in your instastories and tweets for a chance to be featured.



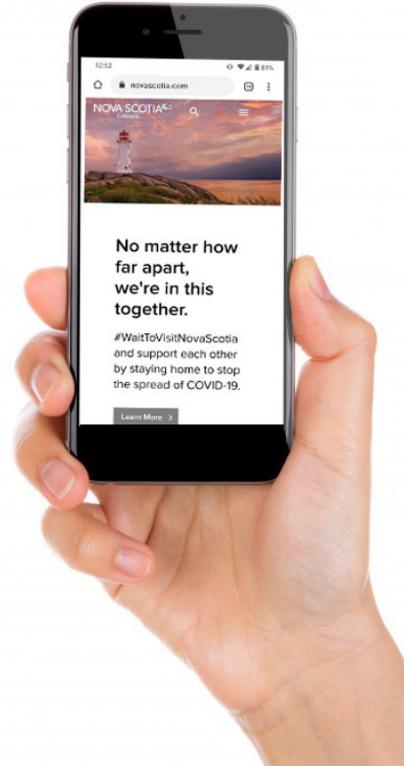
# CROWDRIFF

Using **#visitnovascotia** on shared photos and video can allow us to pull great imagery into NovaScotia.com through CrowdRiff user-generated photo galleries.



# TAKEAWAYS

- If you have a listing on NovaScotia.com, update it for 2020. Doers & Dreamers updates for 2021 will start arriving soon.
- If you qualify for a listing, connect with our team to start the process.
- Do you see an opportunity to promote your community - let's work together!
- Use **#visitnovascotia** on your photos & videos for a chance to be featured.
- Sign-up for our InTouch newsletter!



# STAY CONNECTED! CORPORATE CONTACTS & CHANNELS

- **Contact Business Development**  
[TNSBusiness@novascotia.ca](mailto:TNSBusiness@novascotia.ca)
- **Newsletter**  
Sign-up for *inTouch*
- **Twitter**  
Follow @TourismNS
- **LinkedIn**  
Follow Tourism Nova Scotia
- **Website**  
Visit [tourismns.ca](http://tourismns.ca)
- **COVID-19 Resources**  
[tourismns.ca/coronavirus](http://tourismns.ca/coronavirus)

TOURISM  
NOVA SCOTIA



Thursday, May 28, 2020

Welcome to the *inTouch* blog!

New *inTouch* blog stories are now available on the Tourism Nova Scotia corporate website, along with the latest mission, marketing strategy, and industry focus and resources.

The screenshot shows a grid of article teasers on the inTouch blog. Each teaser includes a small image, a title, a brief description, and a 'Read More' link with a right-pointing arrow.

- Planning to Reopen Your Business**  
The province has outlined next steps and resources for reopening businesses in Nova Scotia.  
[Read More](#)
- Celebrating Innovation and Resiliency During Tourism Week 2020**  
Almost a week of showcasing Canada's business operations and vitality May 24-30, 2020.  
[Read More](#)
- Webinar: Revitalize Your Business or Community with Tourism Nova Scotia**  
Find out how to work with Tourism Nova Scotia to promote your business or community to travellers.  
[Read More](#)
- #TNShereToHelp: Jennifer McKeane**  
Jennifer McKeane, Chief Marketing Officer, will be here to help you start or expand your tourism business.  
[Read More](#)
- #TNShereToHelp: Stephanie Wadden**  
Stephanie Wadden, Digital Marketing Coordinator, is here to help you create content for digital or on-line business opportunities, and to package in products and digital products.  
[Read More](#)
- Destination Canada Releases Weekly Survey of Canadians' Feelings About Welcoming Visitors**  
Get a snapshot of Canadians' Canada's Reciprocal Contentment Survey results.  
[Read More](#)
- Documentary Highlights Hard Work and Success of Cape Breton Tourism Businesses**  
The Cabot Trail: A Documentary Film Follows six Cape Breton tourism businesses. Photo sets from the film go beyond the tourism business who have been impacted by the COVID-19 pandemic.  
[Read More](#)

TOURISM  
NOVA SCOTIA



[tourismns.ca](http://tourismns.ca)

# THANK YOU

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Tourism Nova Scotia

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