

TOURISM NOVA SCOTIA INDUSTRY UPDATE

Presented by:

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TOURISM NOVA SCOTIA

Destination Marketing

- Consumer
- Travel Trade

Sector Development

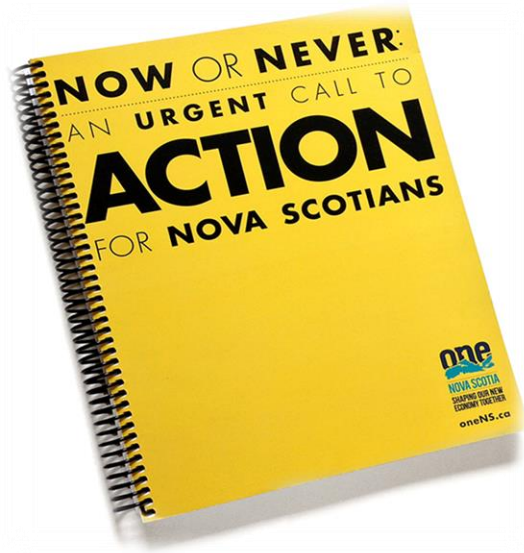
- Experience Development
- Business Development
- Research

Operations

- 6 Provincial Visitor Information Centres
- Contact Centre
- Literature Distribution



TOURISM INDUSTRY GOAL (2014)



Double tourism revenues within 10 years

\$4 Billion
by 2024

TOURISM NOVA SCOTIA'S STRATEGY



Invest in markets of highest return.



Attract first-time visitors to Nova Scotia.



Focus on world class experiences.



Build Nova Scotia's Tourism confidence.

COMMUNITY'S ROLE



Partner with industry
to deliver destination
development and
marketing



Visitor
servicing

GOVERNMENT'S ROLE



Align policy
agenda in
support of goal

Thereby informing...



Community
economic
development



Attraction of
inward
investment



Infrastructure
development

INDUSTRY'S ROLE



Close
the sale
pre-trip and
during trip



Drive repeat
visitation by
exceeding
visitor
expectations



Invest in
product



Deliver world
class
experiences

TOURISM NOVA SCOTIA'S PARTNERSHIP APPROACH

- Co-investors vs “funders”
- 3 programs
 - World Class Experience EXCELLerator Program
 - Digital Marketing Program
 - Inspiring Content Program





New Experience in 2017
Offered by White Point Beach Resort

Stellar Stargazing Feast & Hike

MARKETING

BUILDING OFF A GREAT YEAR

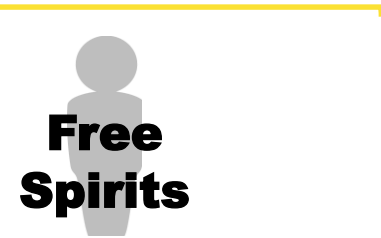
- 2016 was the most successful campaign to-date based on reach and conversions achieved.
- Key learnings from the “If You Only Knew” creative platform
- Fewer, Bigger Bets. Use fewer channels more efficiently
- Respond to travel intent, even if it falls outside of our core demo

MARKET SEGMENTS

IMMEDIATE FOCUS (2)



MID-TERM FOCUS



PRIMARY MARKETS



CANADA
Ontario
Quebec



USA
Northeast
Mid-Atlantic



INTERNATIONAL
United Kingdom
Germany
China

CONSUMER MARKETING: 2017 STRATEGY

The Marketing Objective

Inspire **first-time visitation** from target EQ market segments.

Barrier to Overcome

Consideration to visit Nova Scotia is high, but travelers **do not know what they can do to fill up their vacation.**

Marketing Strategy

Embrace the **lesser known aspects** of Nova Scotia and get travelers to **challenge their current perceptions** of the province. **Expected and the Unexpected.**



A scenic photograph of a white lighthouse with a dark lantern room, silhouetted against a dramatic sunset sky. The sun is low on the horizon, creating a bright reflection on the water and illuminating the clouds with golden light. The lighthouse stands on a dark, rocky outcrop in the foreground. The overall mood is serene and majestic.

There's Nova Scotia.



From whale watching to wine tasting.

IF YOU ONLY KNEW >>> NOVA SCOTIA

Enjoy ocean sails
and coastal trails.

Lights that go
beyond lighthouses.



IF YOU ONLY
KNOW

CF Toronto Eaton Centre

NOW OPEN



SAMSUNG

SAMSUNG

foodora
Whatever
you crave,
we bring it.

IT'S A WILD RIDE.

AMERICAN CASINO
REGAL PALACE

FOREVER-21

LINE UP WEAR IL STAGNO IL



2017 BLOCKING CHART

Tactic	April					May				June				July					August				September				October				November				December				
	27	03	10	17	24	01	08	15	22	29	05	12	19	26	03	10	17	24	31	07	14	21	28	04	11	18	25	02	09	16	23	30	06	13	20	27	04	11	18
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Digital	[Green Block]																																						

TRAVEL TRADE & MEDIA 2017

GO MEDIA 2017

What is Go Media?

- An annual event that brings Canadian tourism industry together in a different city/region of Canada to meet with more than 130 international media guests from around the world
- Win for NS as it puts us in front of a qualified, highly targeted media who are selected and recommended by Destination Canada, and have the ability to motivate travel
- 1st time in Halifax – big win to have highly targeted media here to tell more of our stories
- **Halifax: September 30 – October 5, 2017**

RENDEZ-VOUS CANADA

- **What is Rendez-Vous Canada (RVC)?** Destination Canada's major international sales marketplace for buying and selling of Canada's tourism products and services to the tour operator channel
- **Halifax: May 13- 16, 2018**
- Event objectives:
 - To increase the awareness and desirability of Canada and the host province, as a leading, preferred and first-class international travel destination
 - To increase the range and number of internationally competitive Canadian products, services and packages offered for sale
 - To provide an opportunity to inform the tourism industry-both internationally and domestically of Canada's international marketing activities and plan
- Big win for NS because:
 - It generates exposure of Nova Scotia's tourism offerings to over 500 international tour operator buyers and support future sales potential of Nova Scotia holiday packages

THANK YOU!

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