



# WORLD CLASS EXPERIENCE EXCELLERATOR PROGRAM

## **Wanted: Extraordinary experiences that motivate travel to NS**

You want to do business differently. So do we. Let's innovate together to craft experiences that create buzz and inspire first time visitors to travel to Nova Scotia. Apply to Tourism Nova Scotia's new Experience EXCELLerator program – we'll help the best ideas shine. Through a combination of one-on-one coaching, access to experts, and professional development, you'll grow your tourism business by creating the best experience for your best customers. We'll open the door to market-readiness and potential partnerships with stakeholders and industry – partnerships created based on your experience needs. Are you ready to develop Nova Scotia's next World Class Experience? **Pilot program for up to 10 partners, details available early 2016.**



## **Program Opportunities**

### **Custom Market Research:**

Align with EQ target segment values and sample test experience appeal

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### **Experience Coaching:**

Develop and fine tune a purchasable, relevant and meaningful WOW experience

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### **Engaging Experience**

**Content:** Create campaign-quality assets  
Photos and Video

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**Generate Buzz:** Connect with marketing and media channels

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**Close the Sale:** Engage partners to reach global markets

### **DINING ON THE OCEAN FLOOR**

*"Tourism Nova Scotia has a real progressive view of what this province has to offer and how we are going to show the world what Nova Scotia is – and we have a similar view."*

Melissa Velden

Flying Apron Inn and Cookery  
Experience Innovator