

2013

Tourism Partnerships and Programs *Opportunities for Industry Partners*



**NOVA SCOTIA**





A Message from the Minister

I am pleased to present the 2013 Tourism Partnership and Programs guide. This guide is designed as a reference tool to provide opportunities for collaboration as you develop your marketing plans for the coming year. It contains lots of useful information on how we can work together to help build your tourism business, and the industry as a whole.

As you have heard, we have now officially established the Nova Scotia Tourism Agency. Through this partnership between government and industry, we are setting a new course for tourism in Nova Scotia, one that will allow us to reach our greatest potential in this highly competitive international market.

Tourism is an important economic driver for Nova Scotia, playing a significant role in rural economies across the province. Residents depend on the 24,000 direct jobs and \$2 billion generated by the industry to keep their communities strong.

Nova Scotians want good jobs, a sustainable and growing economy, and an aggressive plan to move toward a more prosperous future. Through the long-term strategy for tourism, we are changing Nova Scotia's economic outlook by becoming more globally competitive, encouraging innovation, and focusing on learning the right skills for good jobs.

We encourage you to contact us directly with any questions you may have about your marketing needs throughout the year. If there is an opportunity you are considering, which may not be covered in this guide, let's have a conversation.

I am very much looking forward to 2013 – to continuing to build a successful, sustainable tourism industry that will see Nova Scotia cement its reputation as a leader on the world stage.

Sincerely,

A handwritten signature in black ink, appearing to read 'Percy Paris', written in a cursive style.

Percy Paris
Minister of Economic and Rural Development and Tourism



Dear Tourism Partners:

As CEO of the new agency, I look forward to working with you as we develop a long-term strategy for tourism. Through our new partnership, we will become more flexible and innovative to build profitability for the industry for the benefit of all Nova Scotians.

Our focus is to attract more visitors, and encourage them to stay longer and spend more. We want to inspire potential visitors to come and enjoy the amazing things that make Nova Scotia truly a unique, must-see destination. With this new strategic vision, including an exciting new multi-year marketing campaign, we will become more competitive, and build a reputation as a leader in the tourism industry.

With this in mind, this useful guide provides a range of partnership and program opportunities available to help you grow your tourism business. These initiatives will provide you with the tools you need to promote your products and services with greater effectiveness, give you greater access to new markets, and broaden your reach in existing markets.

Whether you choose to get involved in online opportunities, host a fam tour, or attend a workshop, this guide has everything you need to get you started.

I look forward to working with you.

Sincerely,

A handwritten signature in blue ink, appearing to read 'P. Sullivan', written in a cursive style.

Pat Sullivan
CEO of the Nova Scotia Tourism Agency

2013

Tourism Partnerships and Programs

The following pages provide an overview of the variety of partnership opportunities and tourism programs available in 2013. This year we have also included information from some of the partners that we work with. These initiatives provide you, our tourism industry partners, with the opportunity to develop and promote your products and experiences with greater effectiveness, grow your potential customer base, increase your exposure to new markets, and broaden your reach in existing markets.

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Partnership opportunities are communicated through *inTouch*.
To subscribe to this newsletter, email: inTouch@gov.ns.ca.



Digital

Vacation planners use the Internet as their top source for travel information. In 2012, **novascotia.com** received more than 1.8 million visitors, 200,000 of them used a mobile device. In July, the **novascotia.com** mobile website launched and has welcomed over 65,000 visitors. The Nova Scotia Facebook page is growing in popularity with over 88,000 “Likes,” and other social media has expanded to include Instagram and Pinterest.

Make sure you make the most out of the Nova Scotia Tourism Agency’s digital channels by leveraging these online marketing opportunities. For more information, including criteria, please contact Michelle Sears at (902) 424-0939 or searsmt@gov.ns.ca.

Free Opportunities

As a Nova Scotia tourism operator, you can feature your accommodations, attractions, festivals and events, travel packages and deals, experiences, artisan studios and galleries, outdoor activities, or touring listings on **novascotia.com** at no cost.

A basic listing is provided when you register for the travel guide; however, you can maximize your listing by taking advantage of the following free **novascotia.com** marketing tools.

Travel Packages and Deals

Feature your travel packages and travel deals in the travel package/travel deal section on **novascotia.com** by registering for an account at www.novascotia.ca/econ/tourism/marketing-business/packages.asp. Your package/deal will be linked to your operator listing and, if your package/deal is related to a tourism core experience, it will also be connected to core experience pages on **novascotia.com**.

Nova Scotia Experiences

Do you have a unique, hands-on experience, or an idea that would appeal to visitors? We want to work with you to develop your products – from digging clams for a clam bake on the Bay of Fundy to apprenticing with a local blacksmith in a traditional blacksmith shop – and to promote them on **novascotia.com**. To register for an account visit <http://novascotia.ca/econ/tourism/marketing-business/experiences/>. Contact Darlene MacDonald at (902) 424-4021 macdarm@gov.ns.ca and register to get started today.

Festival and Events Listings

Share your tourism event with our visitors by listing it on **novascotia.com**. Registration and listing information at <http://novascotia.ca/econ/tourism/festivals-events/>.



Extended Descriptions on novascotia.com

As announced in 2009, operators can now have the opportunity to include an extended marketing description in their **novascotia.com** operator listing. A web writer is currently writing individual extended descriptions based on current listings on **novascotia.com**. We will be contacting you for approval of your extended description(s) to help promote your tourism experience/business on **novascotia.com**.

Social Media Links

Connect with visitors via social media channels by linking to Trip Advisor, Facebook, Twitter, Flickr, YouTube, blogs, etc. within your operator listing.

Video

Give visitors a sneak peek of your tourism experience with the use of video. Simply send us a link to your YouTube video(s) or channel and we'll connect it within your operator listing.

Photos

Submit unlimited photos for each of your listings by emailing them to **novascotia.com@gmail.com**. Each photo will be resized to 4" x 3" and may be accompanied with a short caption (60 character max). Existing photos on your listing(s) can be updated and refreshed at any time.

PDF Brochure

Submit your business PDF brochure for download within your operator listing.

Paid Opportunities

Banner/Text Advertising

Promote your tourism product on a specific **novascotia.com** page with a banner or text ad. Visitors that click on your ad will be redirected to your website in a new browser window.

Banner Ads – \$100/month per ad, per page

Text Ads – \$50/month per ad, per page

Social Media Program

We are continuing to build our social media program to increase Nova Scotia's share in the global online travel conversation. This includes continuing to build our presence on popular social networking sites such as Facebook, YouTube, Twitter, Trip Advisor, and Flickr, as well as promoting our core and niche experiences through blogs hosted on **novascotiablogs.com**. We are also packaging stories with print, audio, and video content for distribution through traditional and social media channels. We encourage you to check out our social networking sites and blogs, contribute content, and get involved in the online conversation!

Nova Scotia Tourism Social Media Links

Flickr – <http://www.flickr.com/groups/novascotiaturism>

Facebook – www.facebook.com/novascotia

YouTube – <http://www.youtube.com/user/NovaScotiaTourism>

Twitter – <http://twitter.com/VisitNovaScotia>

Blogs – www.novascotiablogs.com

Pinterest – www.pinterest.com/visitnovascotia

Instagram – [#visitnovascotia](https://www.instagram.com/visitnovascotia)

Interested in Blogging?

Are you already blogging or would you like to start? If you are interested in contributing to a **novascotia.com** blog as a volunteer blogger or as a guest blogger, contact us!

Contests

Donate a prize for a social media contest. We'll feature your sponsorship in the contest announcement and provide a direct link to your listing.

For all online partnership inquiries, contact:

Michelle Sears, Marketing Coordinator
(902) 424-0939 • searsmt@gov.ns.ca

Literature Program

Nova Scotia's literature program is evolving as digital formats expand our opportunities to reach our valued consumers. For 2014, we will continue to produce the *Doers' and Dreamers' Travel Guide* and maps in French and English, and, in addition, we will be developing digital tools that meet the needs of today's traveller.

Watch *inTouch* for more information on our literature program, including quantities, circulation, rates, and deadlines.

Contact: Laura Patrick
(902) 424-6867 • patricll@gov.ns.ca

Advertising

In 2013, Nova Scotia will be launching a new campaign that will capture the spirit and emotion of a Nova Scotia vacation experience. There will be new opportunities for you to showcase your products in our key markets. Stay tuned for more details on our 2013 campaign through the *inTouch* newsletter, inTouch@gov.ns.ca

Brand Kit

A new brand kit will be available shortly to help you use the Nova Scotia Tourism brand and ensure effective and consistent application across all communications. Watch for more information through the *inTouch* newsletter.

VIC Digital Screen Advertising

Our VIC Digital Screen Programming provides an opportunity to reach tourists while they are in the mindset to make purchase decisions. Large (42-inch) LCD televisions, placed in premium viewing spots in all eight provincial Visitor Information Centres provide advertising opportunities for tourism industry operators. Visit <http://novascotia.ca/econ/tourism/marketing-business/vic-ad.asp>.

It's as simple as providing your logo and the information you want promoted. Our team will assist you in building a message designed to get results.

Digital Screen Advertising 2013 Rates

(subject to change)

	6 month	3 month	2 month	1 month
Location-wide	\$1,980	\$1,071	\$756	\$450
VIC specific	\$ 760	\$ 350	\$280	\$175

Contact: Peter Johnson
(902) 424-2788 • johnsp@gov.ns.ca

Travel Trade Shows

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The Nova Scotia Tourism Agency participates in a number of travel trade shows, many of which provide opportunities for tourism industry partners to promote their products. These shows provide an opportunity to highlight Nova Scotia trade-ready products and experiences, while building relationships with key tour operators and wholesalers. Our staff discuss opportunities for the province in formal forums, such as appointments, and at other events during the show.

For more information and additional opportunities for travel shows in the Canadian, U.S., and European markets, be sure to sign up for our *inTouch* tourism newsletter. The programs and costs vary and are subject to change. All costs are in Canadian dollars unless otherwise specified. The following shows are confirmed as of November 1, 2012:

Event: American Bus Marketplace (ABA)

Dates: January 5–9, 2013

Location: Charlotte, North Carolina

Description: North American tour operators (predominantly U.S.) meet in one-on-one pre-scheduled appointments.

Who should attend: Attractions, events, accommodations and receptive tour operators, destination marketing organizations. Association membership is required to attend.

Cost: Registration fee approx. \$1,500 plus accommodation and travel costs.

Contact: Michele Bourgeois
(902) 424-5037 • mbourgeo@gov.ns.ca

Event: NTA Travel Exchange

Dates: January 20–24, 2013

Location: Orlando, Florida

Description: North American tour operators (predominantly U.S.) meet in one-on-one prescheduled appointments.

Who should attend: Attractions, events, accommodations and receptive tour operators, destination marketing organizations. Association membership is required to attend.

Cost: Registration fee approx. \$1,500 plus accommodation and travel costs.

Contact: Michele Bourgeois
(902) 424-5037 • mbourgeo@gov.ns.ca

Event: Mid-Atlantic Tradeshow

Dates: February 7–10, 2013

Location: Reykjavik, Iceland

Description: Icelandair's annual trade event brings together suppliers and buyers from North America and Europe, including more than 100 European tour operators and travel agents.

Who should attend: Attractions, events, accommodations and activity operators, destination marketing organizations, receptive tour operators, and transportation providers.

Cost: Registration fee approx. \$1,500 plus some accommodation and travel costs.

Contact: Michele Bourgeois
(902) 424-5037 • mbourgeo@gov.ns.ca

Event: International Tourism Bourse (ITB)

Dates: March 6–8, 2013

Location: Berlin, Germany

Description: One of the world's leading travel fairs, this event provides an opportunity to meet with tour operators, travel agents, meeting and incentive travel planners, and travel media. Nova Scotia's participation is in partnership with the other Atlantic Canada provinces and the Canadian Tourism Commission (CTC).

Who should attend: Attractions, events, accommodations and activity operators, destination marketing organizations, receptive tour operators, transportation providers.

Cost: Booth registration costs vary. Registration costs from \$6,000 plus travel costs.

Contact: Kim Jardine
(902) 424-1787 • jardinkr@gov.ns.ca

Event: Rendez-vous Canada

Dates: May 12–15, 2013

Location: Ottawa, Ontario

Description: International tour operators meet in one-on-one prescheduled appointments. Sellers must be nominated for invitation to attend.

Who should attend: Attractions, events, accommodations and receptive tour operators with export-ready travel product for sale to international markets, destination marketing organizations.

Cost: Registration fees starting at \$2,145 plus accommodation and travel costs.

Contact: Michele Bourgeois
(902) 424-5037 • mbourgeo@gov.ns.ca

Event: Canada New England Cruise Symposium

Dates: May 20–23, 2013

Location: Boston, Massachusetts

Description: Cruise conference focusing on the ports and destinations of the Canada – New England cruise corridor.

Who should attend: Ports of call, shore excursion providers, destination marketing organizations.

Cost: TBD

Contact: Linda Murphy
(902) 424-2680 • lmurphy@gov.ns.ca

Event: OMCA Conference & Marketplace

Dates: November 2–6, 2013

Location: Toronto, Ontario

Description: North American tour operators (primarily from Ontario) meet in one-on-one pre-scheduled appointments.

Who should attend: Attractions, events, accommodations, receptive tour operators, and destination marketing organizations. Association membership required to attend.

Cost: Registration fee approx. \$850 plus travel costs.

Contact: Michele Bourgeois
(902) 424-5037 • mbourgeo@gov.ns.ca

Event: World Travel Market (WTM)

Dates: November, 2013 (Exact Dates To Be Confirmed)

Location: London, United Kingdom

Description: A four-day travel industry event, WTM is a business-to-business exhibition presenting a diverse range of destinations and industry sectors to the United Kingdom and international travel professionals, including tour operators, meeting planners, and media. Nova Scotia's participation is in conjunction with the Atlantic Canada Tourism Partnership and the Canadian Tourism Commission.

Who should attend: Attractions, events, accommodations and activity operators, destination marketing organizations, receptive tour operators, transportation providers.

Cost: Booth costs vary. Registration costs from \$6,300 plus travel costs.

Contact: Kim Jardine
(902) 424-1787 • jardinkr@gov.ns.ca

Consumer Shows

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Each year, Nova Scotia Tourism Agency (NSTA) staff attend a number of shows in our key markets that match core and niche experiences and provide the best opportunity for industry partners to participate. Watch *inTouch* for more information and additional opportunities for consumer shows in the Canadian, U.S., and European markets.

Programs and costs vary and are subject to change. All costs are in Canadian dollars unless otherwise specified. The following shows are confirmed as of November 1, 2012:

Regional Market (Maritimes) **Event: Saltscapes East Coast Expo**

Dates: April 26–28, 2013

Location: Halifax, Nova Scotia

Description: Atlantic Canada's fastest growing and immensely popular consumer show is custom designed for the prosperous Atlantic Canadian consumer.

Who should attend: Attractions, events, accommodations and receptive tour operators, destination marketing organizations.

Cost: Registration fee approx. \$1,000 plus accommodation and travel costs.

Contact: Sandie Currie • scurrie@saltscapes.com

Ontario

Event: Ottawa Travel and Vacation Show

Dates: March 9–10, 2013

Location: Ottawa, Ontario

Description: Reach the travelling consumer in Ottawa visiting this show for ideas from weekend jaunts to international destinations. Opportunity to showcase the wonderful products that Nova Scotia has to offer and stimulate the imagination of travellers in this important market to Nova Scotia.

Who should attend: Attractions, events, accommodations and receptive tour operators, destination marketing organizations.

Cost: Registration fee: exhibitor space and shipping costs covered by the NSTA. Accommodation and travel costs extra.

Contact: Nancy MacIsaac
(902) 424-4678 • macisana@gov.ns.ca

Quebec and United States **Event: Montreal RV Show**

Dates: March 8–11, 2013

Location: Montreal, Quebec

Description: Where RV lovers meet! The leading event for camping enthusiasts, world travellers, and seasonal campers. A unique opportunity to reach more than 40,000 RV enthusiasts in Montreal.

Who should attend: Attractions, events, accommodations and receptive tour operators, destination marketing organizations.

Cost: Registration fee: exhibitor space and shipping costs covered by the NSTA. Accommodation and travel costs extra.

Contact: Nancy MacIsaac
(902) 424-4678 • macisana@gov.ns.ca

Tentative Event: Florida RV SuperShow

Dates: January 16–20, 2013

Location: Tampa, Florida

Description: Florida RV SuperShow is one of the most well-known RV shows in Florida. Organized by the Florida RV Trade Association, this event seeks to encourage RVing. The Florida State Fairgrounds serves as an apt venue for this six-day event, which combines business interests with leisure activities.

Who should attend: Attractions, events, accommodations and receptive tour operators, destination marketing organizations.

Cost: Registration fee: exhibitor space and shipping costs covered by the NSTA. Accommodation and travel costs extra.

Contact: Nancy MacIsaac
(902) 424-4678 • macisana@gov.ns.ca

Event: AAA Travel Marketplace

Dates: March 1–3, 2013

Location: Foxborough, Massachusetts

Description: Annual consumer travel show presented by AAA Southern New England.

Who should attend: CAA/AAA Preferred Suppliers. Accommodations, attractions, events, destination marketing organizations.

Cost: Registration fee \$850 plus accommodation and travel costs.

Contact: Michele Bourgeois
(902) 424-5037 • mbourgeo@gov.ns.ca

Event: New York Times Travel Show

Dates: January 18–20, 2013

Location: New York, New York

Description: The New York Times Travel Show attracts over 18,000 consumers and trade professionals from a key gateway to Nova Scotia. The NSTA participates in this show in partnership with Atlantic Canada Tourism Partnership.

Who should attend: Attractions, events, accommodations and receptive tour operators, destination marketing organizations.

Cost: Exhibit Booth Package: \$3,400 plus accommodation and travel costs.

Contact: Michele Bourgeois
(902) 424-5037 • mbourgeo@gov.ns.ca

Europe

Event: Destinations: The Holiday & Travel Show

Dates: January 31–February 3, 2013

Location: London, United Kingdom

Description: One of the United Kingdom's largest consumer travel shows. Destinations attracts more than 35,000 consumers, mainly from London and the southeastern region.

Who should attend: Attractions, events, accommodations and activity operators, destination marketing organizations.

Cost: Partnership cost approx. \$2,500 plus accommodation and travel costs.

Contact: Kim Jardine
(902) 424-1787 • jardinkr@gov.ns.ca

Media Marketplaces

4



Event: Canada Media Marketplace

Dates: April 15-17, 2013

Location: New York, New York

Description: Presented by the Canadian Tourism Commission, this is Canada's biggest media relations event in the U.S., expected to attract over 200 qualified U.S.-based media, both print and electronic. One-on-one meetings are conducted in a one-day marketplace and the event also includes professional development and networking sessions. Space is limited.

Who should attend: Destination marketing organizations, larger operators with export-ready product packageable to U.S. market.

Cost: Half table \$3,750, full table \$5,250 US. Plus travel costs.

Contact: Pam Wamback
(902) 424-4170 • wambackp@gov.ns.ca

Event: TBEX (Travel Bloggers Exchange)

Dates: June 1-2, 2013

Location: Toronto, Ontario

Description: TBEX is the world's largest gathering of travel bloggers, writers, and new media content creators. With over 6,000 members, TBEX expects scores of travel bloggers will be attending this event.

Who should attend: Destination marketing organizations, attractions, events, activity operators with export-ready product packageable to Canadian and U.S. markets.

Cost: Registration varies from \$750 to \$2,000 plus travel costs.

Contact: Pam Wamback
(902) 424-4170 • wambackp@gov.ns.ca

Event: Travel Media Association of Canada Marketplace

Dates: June 12-15, 2013

Location: Saskatoon, Saskatchewan

Description: The Travel Media Association of Canada's annual marketplace brings together the country's most highly respected professional travel writers, bloggers, photographers, videographers, and tourism industry experts. One-on-one meetings are conducted in the two-day marketplace and the event also includes professional development and networking sessions. Space is limited.

Who should attend: Destination marketing organizations, larger operators with export-ready product packageable to the Canadian market.

Cost: Registration varies from \$1,000 to \$2,500 plus travel costs.

Contact: Pam Wamback
(902) 424-4170 • wambackp@gov.ns.ca

Event: GoMedia Canada Marketplace

Dates: September 8-12, 2013

Location: Charlottetown, Prince Edward Island

Description: The CTC's premier international media marketplace attracts over 120 qualified media from Canada and CTC's markets around the world. Meet with media and pitch stories about your destination or experience. Learn what stories sell, hone your skills with educational seminars, and enjoy various networking sessions. One-on-one meetings are conducted in the two-day marketplace. Space is limited.

Who should attend: Destination marketing organizations, larger operators with export-ready product packageable to international markets.

Cost: Registration varies from \$2,700 to \$5,000 plus travel costs.

Contact: Pam Wamback
(902) 424-4170 • wambackp@gov.ns.ca

Meetings and Conventions

5



Destination Halifax is the destination marketing organization for the Halifax Regional Municipality, and is the face for meetings and conventions sales in markets outside of Atlantic Canada on behalf of the Nova Scotia Tourism Agency.

The following partnership opportunities are presented for members of Destination Halifax, and specifically those companies that have identified their interests in securing new business through the Destination Halifax Meetings and Conventions Cluster. Note that all activities are subject to Destination Halifax Board approval as part of the annual business planning process.

Dates	Event	Location
January 31	Tête-à-Tête Tradeshow	Ottawa
February 6-10	Icelandair Mid-Atlantic Tradeshow	Reykjavik
February 10-13	Canada Hosted Buyer Show	Quebec City
February 28-March 2	CanSPEP Annual Conference (Canadian Society of Professional Event Planners)	Fredericton
May 31	Client Promotion	Ottawa
June 12-13	Ignite Business Event Expo	Toronto
June 20-23	Third Party Planner Familiarization Trip	Halifax
July 11-14	Destination Showcase, Halifax	Halifax
August 20-21	Incentive Works Tradeshow	Toronto
September 18-20	CSAE (Canadian Society of Association Executives)	Winnipeg
September	Sales Mission - International Associations	Washington, DC
October 3	Client Promotion	Toronto
October 15-17	IMEX America	Las Vegas
November	Sales Mission – Medical Associations	Chicago

Product Knowledge and Fam Tours

6



Travel Counsellor Fams

Experiencing your product first-hand greatly increases travel counsellors' knowledge of your area and your product, allowing them to transfer this information to our visitors. Each spring, Nova Scotia Check In travel counsellors and staff in provincially and locally operated Visitor Information Centres gain first-hand product knowledge in familiarization (fam) tours. These tours are also part of their annual training to enhance their knowledge of Nova Scotia's tourism products and experiences. Tours are three to five days and involve 25 to 30 participants each. Visit www.novascotia.ca/econ/tourism/marketing-business/fam-tours.asp

Tours in 2013 include Halifax, Annapolis Valley, Fundy Shore, and Northumberland Shore.

Timing: May-June

Cost: Complimentary or reduced costs

Contact: Peter Johnson
(902) 424-2788 • johnsp@gov.ns.ca

Travel Media Press Trips

This program promotes Nova Scotia's tourism products through national and international media. Press trip tours last from several days to two weeks and may involve individuals or a small group. Your involvement will enhance awareness of your business and area to media outlets worldwide.

Who can participate: Accommodations must have ensuite baths, have four or more rooms, have a 3.5 star rating, be willing to offer a 30 per cent off-rack discount, and provide direct billing/invoice. Attractions provide complimentary admission. Activities and restaurants provide a media discount.

Timing: Year-round

Cost: Complimentary or reduced rates

Contact: Pam Wamback
(902) 424-4170 • wambackp@gov.ns.ca

Travel Trade Fams

One of our greatest sales opportunities is to introduce travel agents, reservation agents, tour operators, wholesalers, and group leaders to experience our destination for themselves. Build knowledge and enthusiasm for your product or experience in this important distribution channel. Involvement will enhance awareness and promote your business throughout North America and Europe.

Who can participate: Accommodations must have full private bath and provide complimentary or reduced rates. Attractions provide complimentary or reduced admission. Activities provide an industry discount. Must be willing to direct bill/invoice. Businesses will be contacted depending on origin and/or special interests of the group.

Timing: Year-round

Cost: Complimentary or reduced rates

Contact: Kim Jardine
(902) 424-1787 • jardinkr@gov.ns.ca

Open-Door Program

Promote your product to tourism staff who can, in turn, sell it to the visitor. Participating operators offer some form of discount or added value. Front-line staff, including travel counsellors with Visitor Information Centres and Check In must present their ID card to qualify for the discount or added value. Visit <http://novascotia.ca/econ/tourism/marketing-business/fam-tours.asp>.

Timing: Year-round or at operator's discretion

Cost: Determined by the operator who can offer reduced rates or waive admission fee, for example: offers should be based on availability and operators may set criteria.

Contact: Shannon Holmes
(902) 424-3225 • holmess@gov.ns.ca

Funding Programs

7



Tour Operator Partnership Program

This program provides opportunities to partner in the strategic marketing of packaged products in Nova Scotia's key markets. The program is available to support travel trade operators on those initiatives that clearly complement Nova Scotia's tourism priorities based on submitted proposals. Funding levels vary.

Timing: Proposals accepted throughout the year

Contact: Kim Jardine
(902) 424-1787 • jardinkr@gov.ns.ca

Tourism Marketing Partnership Programs

These programs provide co-operative funding to promote products and experiences that clearly link to Nova Scotia's tourism brand and priorities. The goal is to increase the number of visitors to the experiences/events and grow tourism revenues. **There are two programs: Tourism Experiences Marketing, and Festivals & Events Marketing.**

Tourism Experiences Marketing Program

(\$20,000 is the maximum level of support)

Deadline: March 28, 2013 (subject to change)

Festivals & Events Marketing Program

(\$3,000 is the maximum level of support)

Contact: Regional Tourism Industry Association or Halifax Regional Municipality (program deadlines vary with HRM).

Deadline: March 28, 2013 (subject to change)

Further information on the Tourism Marketing Partnership Programs will be available through *inTouch* and online at <http://novascotia.ca/econ/tourism/funding-programs/>

Tourism Development Investment Program

This program provides financial assistance to help develop and enhance the province's most competitive tourism products and experiences. Focus is on products that are market-driven and embrace Nova Scotia's tourism brand. **There are two streams: Destination Development and Industry Development.**

Destination Development

Provides cost-sharing assistance to develop and enhance the market-readiness of the province's core experiences, including creative value-added programming for attractions, parks, communities, support for visitor information kiosks, and strategic community tourism planning.

Deadline: Intake throughout the year

Cost: Up to a maximum of 50 per cent of eligible costs

Contact: Please contact Tourism Development Staff to discuss your project prior to submitting an application. Darlene MacDonald (902) 424-4021 • macdarm@gov.ns.ca

Industry Development

Provides cost-sharing assistance to enhance the quality of tourism services, businesses, and products through market-readiness initiatives, such as study tours and best-practice missions, seminars, workshops, conferences, mentoring, and mystery shop assessments.

Deadline: None. Based on availability of budget

Cost: Up to a maximum of 75 per cent of eligible costs

Who can participate: Non-commercial, not-for-profit organizations such as local development associations, municipalities, and industry associations. Private sector operators participating in study tours and best-practice missions are also eligible for assistance.

Contact: Lisa MacIsaac
(902) 424-3942 • lmacisaa@gov.ns.ca

PDF versions of complete program descriptions and applications for the Tourism Industry Development Investment Program are available online at: <http://novascotia.ca/econ/tourism/funding-programs/development-investment/industry-development.asp>. Deadlines and funds are subject to change based on demand and availability.

Tourism Experience Development

8



Experience Nova Scotia: A Toolkit

This resource will help add value to your business's bottom line and includes popular topics such as targeting the experience seeker, bringing experiences to life, positioning and promoting your experiences, creating a "green experience," a Nova Scotia experiences branding guide, and successful business case studies. Visit <http://novascotia.ca/econ/tourism/building-business/guides/>

Cost: No charge

Contact: Darlene MacDonald
(902) 424-4021 • macdarm@gov.ns.ca

Tourism Destination Area Process: An 8-Step Guide

This workbook provides communities with tools to help develop tourism. Included are critical elements for a tourism destination area, research, developing a plan of action, differentiating your destination, training and development, and coastal considerations. Visit <http://novascotia.ca/econ/tourism/tda/>

Cost: No charge

Contact: Darlene MacDonald
(902) 424-4021 • macdarm@gov.ns.ca

Business Development Guides

This series of tourism development manuals helps Nova Scotians establish tourism businesses and plan for the delivery of tourism services in the province. Visit <http://novascotia.ca/econ/tourism/building-business/guides/business-guides.asp>

Titles include

- Starting and Operating a Commercial or Community Attraction
- Starting and Operating an Adventure Tourism Business
- Starting and Operating a Retail Tourism Business
- Community Tourism Planning
- Starting and Operating an Accommodation Business
- Starting and Operating a Campground Business
- Starting and Operating a Restaurant Business
- Starting and Operating a Local Sightseeing Tour Business
- Starting and Operating a Receptive Tour Operator Business
- Starting and Operating a Local Visitor Information Centre
- Planning and Hosting a Community Festival or Event
- A Guide to Developing Outdoor Interpretive Signage http://novascotia.ca/econ/tourism/docs/interpretive_guide.pdf
- Marketing Your Nova Scotia Tourism Business
- Building Travel Trade Business – Opportunities for Nova Scotia Tourism Operators

Visitor Information Kiosk Kits

These guides will help communities build visitor information kiosks, which can provide round-the-clock visitor information services. Complete plans, instructions, and a materials list will make it easy for any do-it-yourselfer to build.

Visit <http://novascotia.ca/econ/tourism/tda/visitor-kiosk-kits.asp>

Cost: No charge for the guides; materials are operator's costs

Contact: Darlene MacDonald
(902) 424-4021 • macdarm@gov.ns.ca

Professional
Development

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Workshops

Tourism InnovatioNS

This interactive two-day workshop will deliver research insights, the latest marketing techniques, industry trends, and best practices. Learn how to create new and viable business opportunities to compete in the increasingly competitive marketplace. Watch for further details in *inTouch*.

Experience Development Workshop

Interested in packaging or creating a new experience to sell, but unsure how to pull all the details together? If you are interested in receiving coaching in developing experiences for visitors, Tourism Development staff are available to provide workshops for groups of 10-12 operators across Nova Scotia. Building on the Experience Toolkit, these hands-on workshops will take you through the development of experiences and provide you with the tools to package them.

Date: Year-round

Location: Provincewide

Cost: No charge

Contact: Darlene MacDonald
(902) 424-4021 • macdarm@gov.ns.ca

Research

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Research Services

Research Services provides the tourism industry with valuable insights to gauge performance, inform business decisions, and identify growth opportunities. Keep up-to-date on tourism trends – who’s coming to Nova Scotia, why they’re coming, and what they’re doing while they’re here. Also learn about regional tourism activity. Give us a call or visit us at www.novascotia.ca/econ/tourism/research/ to learn how we can help you with your business planning or feasibility analysis.

Planning a conference or event where you’d like us to present? Give us a call.

Cost: No charge

Contact: Karen McNutt
(902) 424-6355 • mcnuttk@gov.ns.ca

Tourism Research E-News

Join our e-news group to stay up-to-date on the latest tourism news from around the world.

Cost: No charge

Contact: Joliene Stockley
(902) 424-1166 • stockljl@gov.ns.ca

Tourism Economic Impact Analysis Services

Having current numbers and tools to communicate the economic value of tourism to the province, community, and investors is critically important. Our Nova Scotia Tourism Economic Impact Model (TEIM) produces economic impact estimates for the province and the regions. The model enables industry partners to estimate the economic impact of visitor activity, investment, and tourism operations.

Cost: No charge

Contact: Stephen Coyle
(902) 424-4686 • coylesm@gov.ns.ca

Visitor Services

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Bienvenue

This program promotes enhanced customer service by identifying and promoting tourism-related businesses that provide French-language service to our visitors. Upon application approval, you'll receive a membership kit with lapel pins, tent cards, and door decals.

Who can participate: A tourism-related business with a minimum of one fully bilingual staff person in each front-line area during all hours of operation.

Cost: No charge

Contact: Darlene MacDonald
(902) 424-4021 • macdarm@gov.ns.ca

Literature VIC Distribution

This program will allow your brochures to be available to the more than 500,000 visitors who enter provincial and local Visitor Information Centres. Brochures may be displayed on a rotating basis based on available space. Not all centres can accept all brochures. Visit <http://novascotia.ca/econ/tourism/marketing-business/vic-ad.asp>.

Cost: Operator is responsible for delivery to the distribution centre.

Contact: Peter Johnson
(902) 424-2788 • johnsp@gov.ns.ca

Nova Scotia Check In Information and Reservation Service

This service allows you to reach our visitors as they plan their trip or when they are in the province. Visitors can access this free information and reservation service on novascotia.com by calling our toll-free number, or through provincial Visitor Information Centres. Rates may be updated regularly to remain current. Visit <http://novascotia.ca/econ/tourism/marketing-business/check-in.asp>.

Cost: Information service free to both operators and visitors. No charge to become a member of Check In. Operators are charged a commission for reservations made through the service.

Contact: Krista Stoddart
(902) 484-2687 • stoddakj@gov.ns.ca

A woman with curly hair, wearing a red backpack and a dark blue top, is smiling and looking towards the camera. She is standing in front of a waterfall with white water cascading over dark rocks. The background is lush green foliage.

Industry
Communications

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Face-2-Face Presentations

We'd love to hear about your tourism products and experiences! NSTA staff are ready to meet with you to discuss how we can help with programs and resources, and get the word out about your business. Help us promote your new product information and story ideas to consumers, travel trade professionals, and travel media.

Contact: Linda Murphy
(902) 424-2680 • lmurphy@gov.ns.ca

inTouch e-newsletter

Get connected with the latest news from the NSTA and other industry members by signing up for our *inTouch* newsletter. *inTouch* provides up-to-date information on our ongoing partnership opportunities and programs, and gives subscribers an overview of what's happening in the industry.

To be added to our mailing list, or to update your contact information, please e-mail us at inTouch@gov.ns.ca

2013 Tourism
Partnerships and
Programs
Guidelines

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Costs are quoted in Canadian dollars unless otherwise specified. Costs may be subject to change. HST may not be included in the pricing of all opportunities. Cost for the production of advertising material is not included. All programs will require mandatory tracking and reporting of the results by the operator. Advertising content and claims are subject to review and approval by the Nova Scotia Tourism Agency and/or the Department of Economic and Rural Development and Tourism — Tourism Division. Prior to submitting files, ad layout will need to be provided for approval. Each ad order is subject to review. No liability is assumed by the Agency of Record, the Province of Nova Scotia, or the media for any claims made. Advertising specifications for each program will be provided once we have received your booking. All programs and partnership opportunities are subject to change or cancellation at any time. Please see individual program/partnerships contacts for booking and payment details.

To participate in tourism partnerships and programs, all accommodations must be licensed by the Province of Nova Scotia and approved by at least one of the three recognized quality programs: Canada Select/Camping Select, NS Approved, or CAA.

Understanding the Tourism Industry Structure

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There are a number of government, government-funded, and industry organizations that play an important role in supporting the growth of the tourism sector in Nova Scotia. We are pleased to share the following sampling of organizations that have a unique role in providing services specifically for the tourism industry.

Canadian Tourism Commission (CTC)

The CTC promotes Canada around the world. As Canada's national tourism marketer, the CTC introduces the authentic and exotic to world travellers. The mandate of the CTC is to

- sustain a vibrant and profitable Canadian tourism industry
- market Canada as a desirable tourism destination
- support a co-operative relationship between the private sector, the governments of Canada, the provinces, and the territories with respect to Canadian tourism
- provide information about Canadian tourism to the private sector and to the governments of Canada, the provinces, and the territories

To stay current with CTC news and for the latest updates on CTC research, marketing programs, tourism issues, industry trends, and more, subscribe for the newsletter at: <http://en-corporate.canada.travel/subscribe>

Atlantic Canada Tourism Partnership

The Atlantic Canada Tourism Partnership (ACTP) is a nine-member pan-Atlantic partnership comprised of the Atlantic Canada Opportunities Agency, the four provincial tourism industry associations, and the four provincial departments responsible for tourism in Atlantic Canada. The partnership is a forum for regional tourism sector collaboration and is founded on the principle that more can be gained through combined efforts and a common marketing strategy. ACTP enables the partners to pool their resources and increase their visibility in key and emerging markets that, in most cases, the provinces would not have the resources to undertake on their own. The three-year \$19.95 million international marketing partnership is dedicated to the promotion of Atlantic Canada as a leisure travel destination in key international markets in the United States and the United Kingdom. Since its inception, ACTP has produced significant positive impact on tourism visitation and revenue in Atlantic Canada, generating an average \$14.71 return on investment for every dollar spent in direct-to-consumer campaigns.

ACTP's fully integrated marketing strategies, which include consumer, travel trade, and media relations, are research driven. ACTP provides efficient access to valuable market intelligence to the industry on our research web page <http://actp-ptca.ca/research.html>. Research provides the activity profiles and trip planning habits of prospective visitors to the region, media that are ranked highest in consumption by our target lifestyle segments, and market conditions and opportunities. In addition, the industry is actively engaged in ACTP activities through their hosting of journalists on press visits and travellers to the region that are a result of ACTP's travel trade joint marketing partnerships and direct-to-consumer campaigns.

Nova Scotia Tourism Agency (NSTA)

The NSTA is a government-created special operating agency that is focused on collaborating with tourism partners to develop and deliver programs and services that will attract more visitors, encourage them to stay longer and spend more, and to increase the profitability for the tourism industry for the benefit of all Nova Scotians.

NSTA Mandate

- Drive tourism growth in the province;
- Develop and implement a long-term strategy for tourism to drive sustainable tourism in Nova Scotia that delivers growth and profitability in the tourism sector, provides economic benefit to the province, and is consistent with government's strategic priorities
- Develop and implement (within the strategy) the annual tourism and marketing plan for the province addressing all markets
- Develop and implement (within the strategy) a product development plan that includes experience development and infrastructure development
- Conduct market research and analysis
- Communicate and collaborate with the tourism industry in the province

The NSTA has been tasked with delivery of the following tourism functions: brand development and marketing, sales, partnerships & markets, strategy, research (market-related), market research and intelligence, tourism activity measurement, visitor statistics (enumeration, tabling, reporting), product/experience development and signature events.

To stay informed on the NSTA subscribe to *inTouch* the e-newsletter.

The Nova Scotia Department of Economic and Rural Development and Tourism (ERDT)

ERDT will continue to deliver the following tourism functions related to:

- quality assurance and licensing, signage, industry development, and training
- policy
- intergovernmental relations (federal/provincial/municipal)
- signature resorts
- Peggy's Cove Commission
- research
- economic impact analysis
- evaluation of the agency and its programs
- provincial visitor servicing

Nova Scotia Regional Tourism Industry Associations (RTIAs) / Destination Marketing Organizations (DMOs)

RTIAs and DMOs play an important role in facilitating communication between the NSTA and communities at a local level.

RTIAs offer programs for the tourism industry, including production of literature, familiarization tours, consumer shows and regional promotions, and marketing opportunities to leverage marketing dollars. The Festival & Event Marketing Program is administered by the RTIAs on behalf of the NSTA. RTIAs collaborate with municipalities, boards of trade and chambers of commerce to deliver visitor information servicing training, supervise or manage local Visitor Information Centres, and collect visitor statistics.

DMOs are dedicated destination marketing organizations that promote economic development of a destination by increasing visits from tourists and business travellers; generating overnight lodging for a destination, as well as visits to restaurants, attractions, and shops; and increasing convention sales. They are directly responsible for marketing the destination brand through travel and tourism 'product awareness' to visitors.

Central Nova Tourist Association – DMO/RTIA

(902) 893-8782

info@centralnovascotia.com

Destination Cape Breton Association – DMO/RTIA

(902) 563-4636 • dcb@dcb.ca

Destination Eastern and Northumberland Shores Association – DMO/RTIA

(902) 752-6383 • cindy@visitdeans.ca

Destination Southwest Nova Association – DMO/RTIA

(902) 634-8844

info@destinationsouthwestnova.com

Destination Halifax – DMO

(902) 422-9334

marketing@destinationhalifax.com

Halifax Regional Municipality / Festival and Events Inquiries

HRM – Community Development Civic Events

Contact: Billy Comer, Civic Events Coordinator

(902) 490-6394 • comerbi@halifax.ca

Destination Halifax

Destination Halifax is a partnership of the Hotel Association of Nova Scotia, the Halifax Regional Municipality, and the Nova Scotia Tourism Agency. Governed by an independent board of directors and funded by its core partners, the tourism industry at large, and a hotel marketing levy, the organization promotes the HRM as a year-round destination of choice for business and leisure travelers.

Tourism Industry Association of Canada (TIAC)

The Tourism Industry Association of Canada is the only national advocacy organization representing the full cross-section of Canada's \$78.8 billion tourism industry. TIAC promotes and supports policies, programs, and activities that will benefit the sector's growth and development. TIAC's members include air and passenger rail services, airport authorities, local and provincial destination authorities, hotels, attractions, and tour operators.

To learn more about TIAC and membership benefit, please contact: Jennifer Taylor, Director, Partnerships and Member Services, 902-698-0984 jtaylor@tiac.travel

Tourism Industry Association of Nova Scotia (TIANS)

TIANS is committed to representing the best interests of the industry, enhancing and supporting the development of a competitive business environment, advocating on issues critical to the Industry's success, and leading Nova Scotia's most promising economic sector.

Specialized Tourism Industry Organizations

There is a wide range of specialized organizations that represent the interests of different sectors of the tourism industry across Nova Scotia. These include:

The Nova Scotia Bed and Breakfast Association
www.nsbedandbreakfast.com

Campground Owners Association of Nova Scotia
www.campingnovascotia.com

Golf Nova Scotia
www.golfnovascotia.com

Hotel Association of Nova Scotia
www.novascotiahotels.ca

Nova Scotia Tourism Human Resource Council
www.tourismhrc.com

InnKeepers Guild of Nova Scotia
www.innkeeperguild.com

Restaurant Association of Nova Scotia
www.rans.ca

Taste of Nova Scotia
www.tasteofnovascotia.com

Winery Association of Nova Scotia
www.winesofnovascotia.ca

Partner Programs & Opportunities

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Business Programs and Services – Economic and Rural Development and Tourism

Through jobsHere, we are helping businesses seize new opportunities to compete on a global scale and create good jobs throughout the province. Funding and support are available for businesses of all sizes in Nova Scotia. Visit <http://business.novascotia.ca/en/home/default.aspx> for more information.

Tourism Industry Association of Nova Scotia (TIANS)

Tourism 1-to-1 Mentoring Program

The Tourism 1-to-1 Mentoring program provides members with an opportunity to connect with experienced tourism industry operators who are willing and able to share their expertise with their colleagues. This is an invaluable opportunity to meet with and learn from an industry leader. For information on mentors or to become a mentor please visit www.tourismmentoring1to1.ca

Date: Year-round

Location: Provincewide

Cost: No charge

Contact: Lynn McDonagh Hughes
(902) 496-7472 • lynn@tourism.ca
www.tourismmentoring1to1.ca

TourismTechnology.com

The Atlantic Canada Technology Initiative was developed as part of an effort to increase industry's use of technology. TIANS continues to identify and source relevant and cost effective technology resources for the industry; this is in addition to technology presentations and website mentoring sessions conducted across the province.

Date: Year-round

Location: Provincewide

Cost: \$125 plus HST

Contact: Lyndsay Leedham
(902) 496-7481 • lyndsay@tourism.ca
www.tourismtechnology.com

Nova Scotia Tourism Human Resource Council

The Nova Scotia Tourism Human Resource Council offers an extensive family of service excellence training workshops and on-the-job resources that have been developed for supervisors, managers, and front-line employees. The premise for our programs is that skilled and professional service provided by knowledgeable staff will encourage repeat business. Skills training, upgrading, and national certification are all core components of the council's offerings. National training programs are promoted and offered through the Canadian Tourism Human Resource Council's Tourism Training brand – emerit.

Date: Year-round

Location: Provincewide

Cost: Varies

Contact: Lisa Dahr • (902) 422-5249
lisa@tourism.ca • www.tourismhrc.com

Nova Scotia Approved — Quality First Program

The Nova Scotia Approved — Quality First program was developed to provide industry with a quality program option that is not a rating system. Quality consultants assess the property based on benchmarks of quality standards, focused on cleanliness and state of repair. Over 500 properties are Nova Scotia Approved.

Date: Year-round

Location: Provincewide

Cost: No charge

Contact: Kieu Lam • (902) 496-7477
kieu@tourism.ca • www.nsapproved.ca

Communities in Bloom

TIANS annually coordinates the Communities in Bloom Nova Scotia program: a volunteer-based, non-profit organization committed to fostering civic pride, environmental awareness, and municipal beautification through community involvement and the challenge of a provincial and national program.

Date: Year-round

Location: Provincewide

Cost: \$225-\$550 plus HST based on population

Contact: Tanice Mundle
(902) 422-5853 • tanice@tourism.ca
www.novascotiainbloom.org

Industry Events

TIANS 2013 Annual General Meeting

Join us for TIANS Annual General Meeting being held May 23-24 at White Point Beach Resort. This annual event is an opportunity for TIANS to provide the membership with an update on advocacy issues and leadership activities. In appreciation of your membership, TIANS, with the support of our industry partners, looks forward to hosting you at the 2013 TIANS Annual General Meeting.

Date: May 23-24, 2013

Location: White Point Beach Resort

Cost: No charge

Contact: Kieu Lam
(902) 496-7477 • kieu@tourism.ca

Recognition of Excellence Dinner

The Nova Scotia Tourism Human Resource Council will be hosting the 18th Annual Recognition of Excellence Dinner on May 15, 2013. Tourism Professionals who have earned their emerit National Certification will be honoured for their achievements and dedication to the tourism industry.

Date: May 15, 2013

Location: Casino Nova Scotia – Halifax

Cost: \$50 plus HST

Contact: Jane Rozee
(902) 496-7476 • jane@tourism.ca

Tourism Week

Tourism Week in Canada is the national celebration that highlights the economic impact and social benefits of Canada's tourism sector among the media, general public, and governments at all levels. It provides a focal point for activities organized by the provincial and territorial tourism industry associations, provincial and territorial marketing organizations, destination marketing organizations, individual businesses, and other partners. Tourism Week is organized collectively by a number of public and private tourism stakeholders. We encourage all of our members to open their doors to their communities. Please send along your Tourism Week event details to TIANS.

Date: May 5-12, 2013

Location: Provincewide

Cost: No charge

Contact: Linda Jones
(902) 423-4480 • linda@tourism.ca

2013 Tourism Summit

This annual event continues to be the most widely subscribed tourism conference in Canada, with more than 500 delegates representing tourism operators and stakeholders from all five sectors. The three-day event is a combination of high calibre keynote presentations, informative educational sessions and networking events, and culminates with the Crystal Tourism Awards of Excellence Gala Dinner.

Date: November 24-26, 2013

Location: Halifax

Cost: Varies

Contact: Kieu Lam • (902) 496-7477 • kieu@tourism.ca
www.conferenceontourism.com

Destination Halifax

A series of core benefit packages exists for individual and group members in municipal, provincial, and associate categories. In addition, cluster programming allows members, with specific market interest, the opportunity to attain preferred access to initiatives that complement their individual business objectives in niche markets. Four clusters currently operate in the realms of Meetings & Conventions, Tour & Travel, Travel Media, and HRM Rural Tourism areas. Specific benefit packages that correlate to investment options are open to independent members in both the municipal and provincial categories.

Leisure Travel

There are many distribution opportunities for the membership of Destination Halifax to reach the leisure consumer. Two primary on-ramps for added exposure include:

Visit Halifax Mobile App

Launched in September 2011, the *Visit Halifax* Mobile App is the Halifax region's mobile concierge. Designed to improve visitor experience in the region and drive additional revenue to partners, the *Visit Halifax* Mobile App features GPS technology to help visitors find nearby and timely events, attractions, dining, shopping, and special mobile offers using their mobile phone. Destination Halifax offers all members one complimentary App-exclusive mobile offer. Non-members in the HRM tourism sector can explore uploading offers on a pay-to-play basis.

Vacation Package Program

Destination Halifax core members are invited to present their product and packages on **www.Destinationhalifax.com**. The program ensures customer engagement with an overall focus on linking consumers to partner websites for sales transactions. Destination Halifax continues to present the Halifax region through four Top Halifax Experience campaigns:

- Arts & Culture
- Culinary & Wine
- Entertainment & Music
- Outdoor Activity

Each campaign is presented through a designated section on the **www.Destinationhalifax.com** website, supported by specific search engine optimization, paid search programming, consumer promotions, public relations, social media messaging, as well as extensive targeted advertising initiatives.

Festival and event organizers looking to promote their HRM-based event can access a guide online at: <http://www.destinationhalifax.com/visitors/events-search>.

Destination Halifax
(902) 422-9334
marketing@destinationhalifax.com




NOVA SCOTIA