

PRESENTED TO:  
TIANS Annual General Meeting

# PARTNERING FOR GROWTH

DATE: May 28, 2024

TOURISM  
NOVA SCOTIA 



Kejimikujik National Park Seaside



# CURRENT TOURISM LANDSCAPE

TOURISM  
NOVA SCOTIA 



Planters Ridge Winery, Fundy & Annapolis Valley

# 2023 VISITATION



**2.2  
Million**

Total Visitors

+14% compared with 2022  
-6% compared with 2019



**813,000**

Visitors by Air

+12% compared with 2022  
+7% compared with 2019

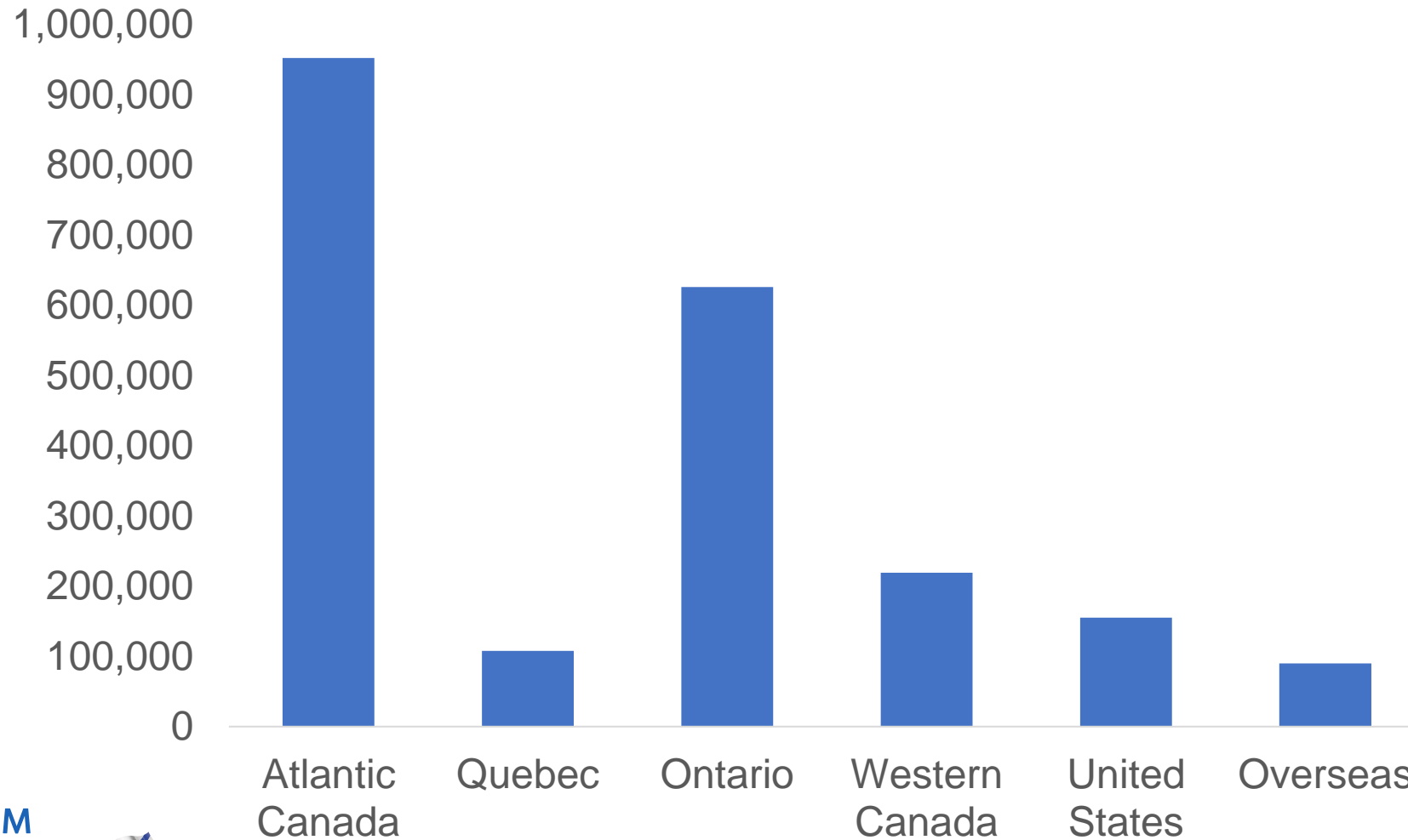


**1.3  
Million**

Visitors by Road

+15% compared with 2022  
-13% compared with 2019

# WHERE OUR VISITORS ARE FROM



# 2023 ACCOMMODATIONS



Room Nights Sold  
TNS Database

+3% compared with 2022  
+9% compared with 2019



Room Nights Booked  
Sharing Economy Platforms

+5% compared with 2022  
+21% compared with 2019



Average Room Rate

+13% compared with 2022  
+31% compared with 2019

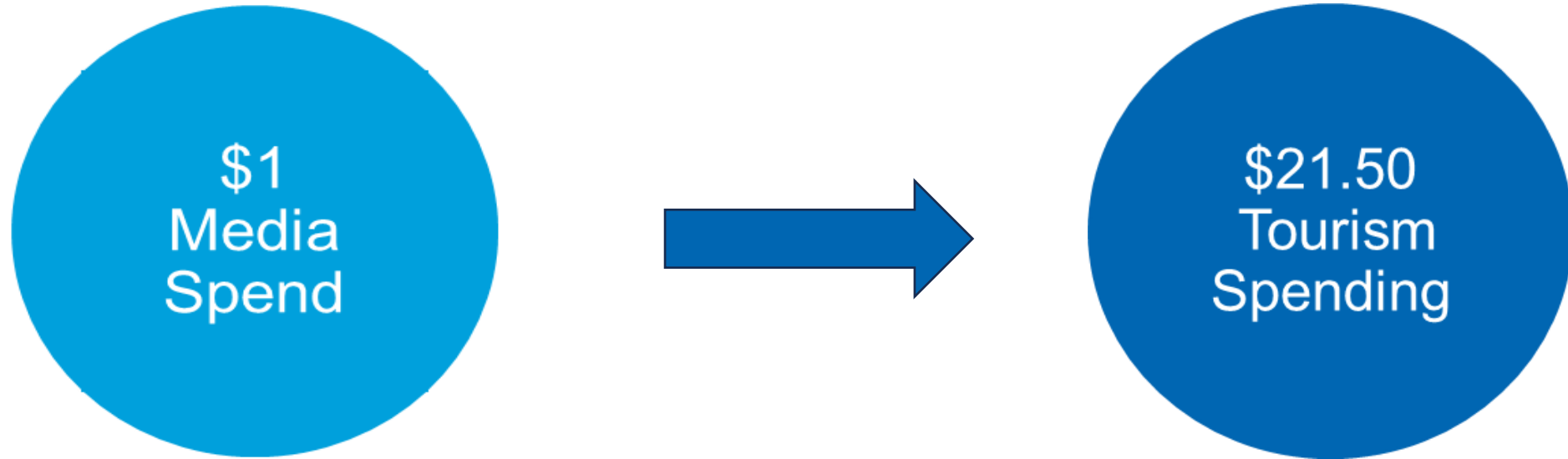


# 2024 MARKETING & INITIATIVES

TOURISM  
NOVA SCOTIA 



# MARKETING RETURN ON INVESTMENT



# NORTH AMERICA

## Markets:

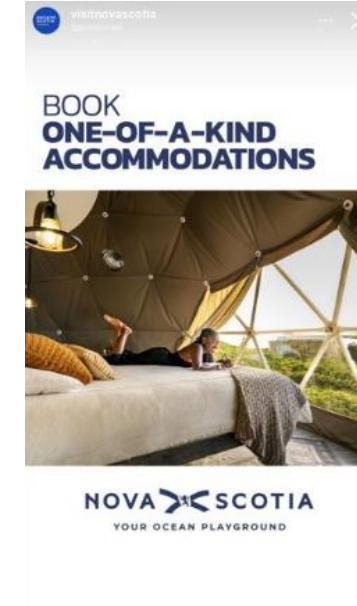
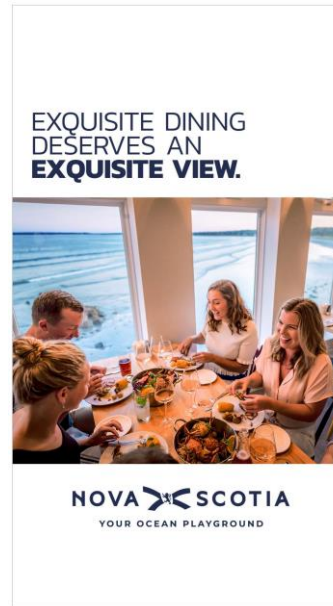
Ontario (Toronto, Ottawa)  
Quebec (Montreal)  
Northeast USA (Boston)  
Calgary, AB

## Timing:

April to August 30  
Sept. to October (Ontario only)

## Tactics:

TV, Connected TV, Billboards, Digital Video, Digital Display, Social Media, Search, Specialty Buys (i.e., Uber)

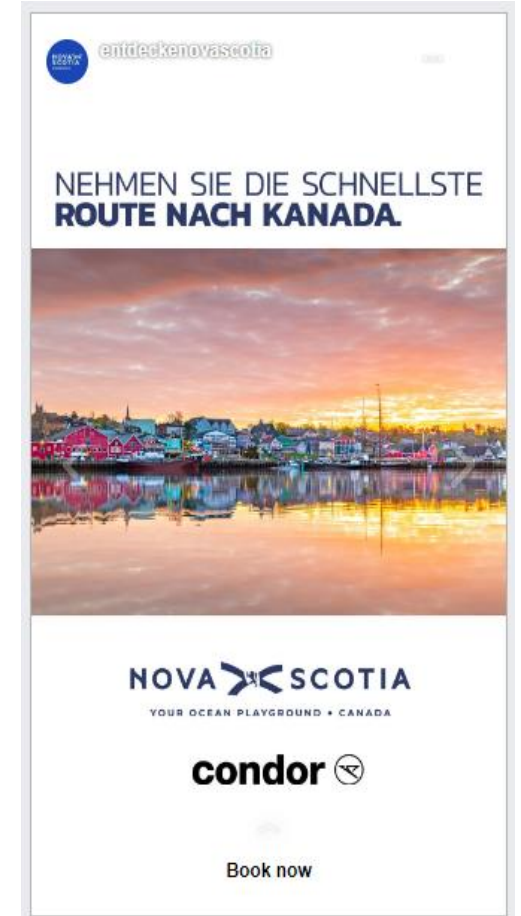
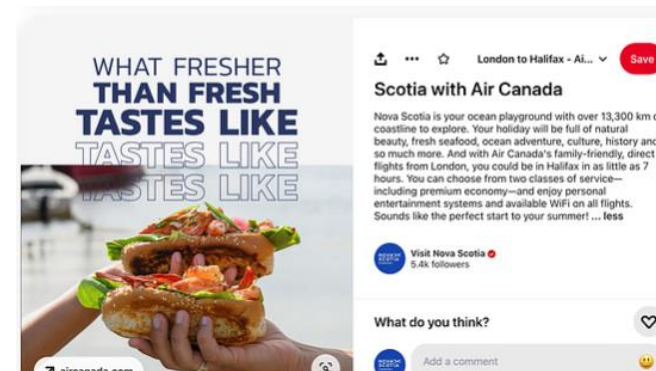




# UNITED KINGDOM AND GERMANY

Travellers from the UK and Germany spend more and stay longer than North American visitors.

- Campaigns in the UK and Germany ran from January to April 30
- Partnerships with HIAA and airlines
- Tactics in these markets are digital and include YouTube, display, social media and search



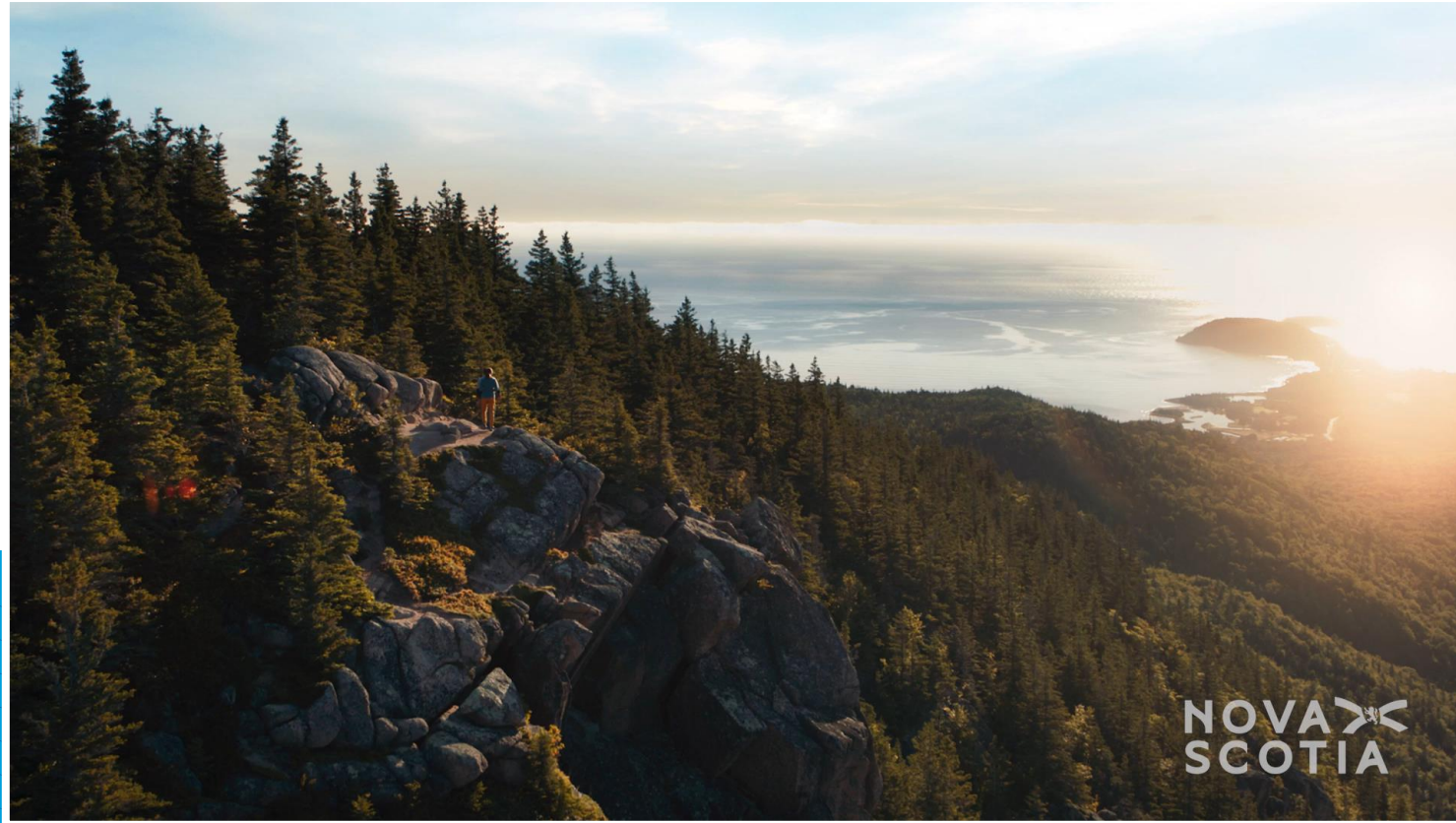
# ATLANTIC CANADA

## Highest volume of visitors are from Atlantic Canada.

- 2024: Compelling Tourism Communities Advertising Program
  - 3 advertising campaigns: Summer, Fall and Winter
  - 4 Atlantic Provinces
- Digital Content Marketing Program
  - Co-invest with partners on digital ads
- RADIATE Tourism Program
  - Fall and Winter advertising campaigns to promote compelling travel packages



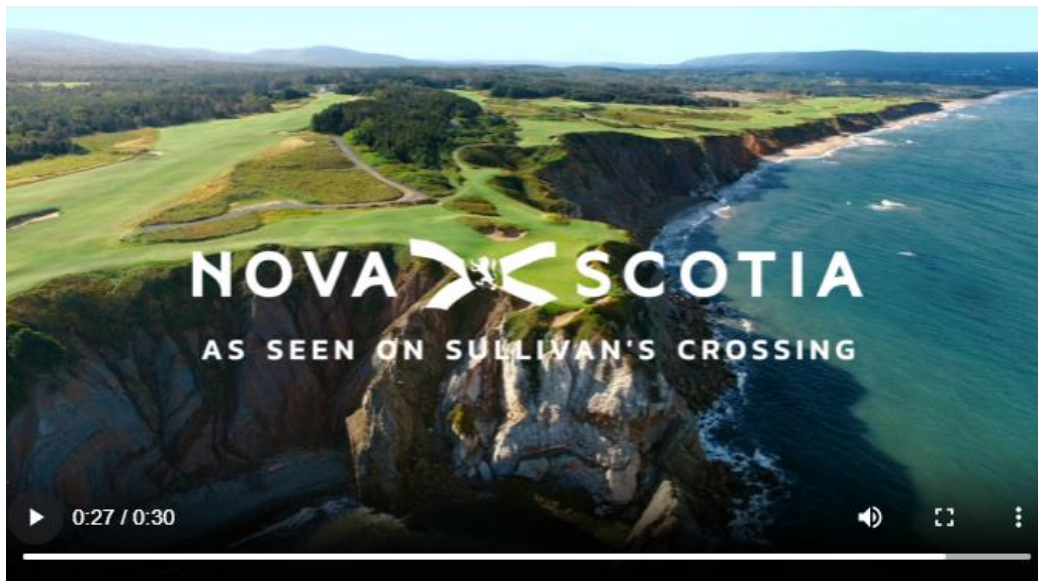
# CAMPAIGN VIDEO





# FILM TOURISM CAMPAIGN

Film tourism aims to drive awareness of the beautiful Nova Scotian communities which are used as backdrops for popular television shows and movies.



## Marketing activities include:

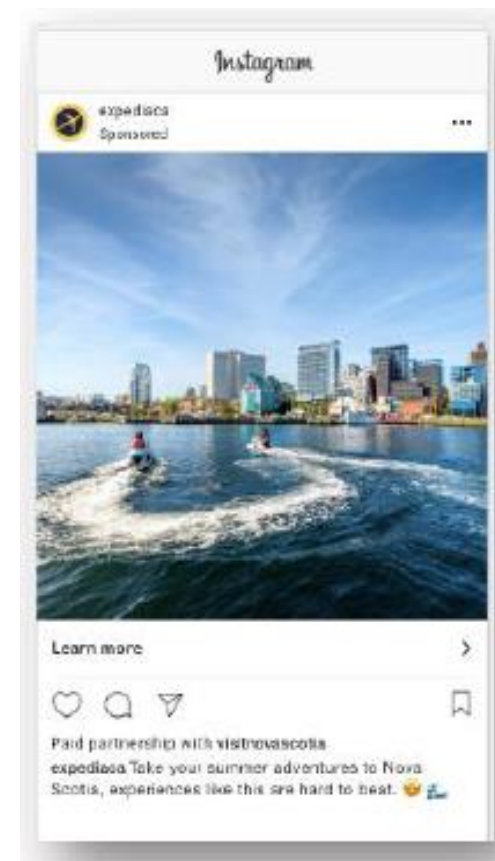
- Advertising campaign created to capitalize on the popularity of Sullivan's Crossing on TV, connected TV and social media
- NovaScotia.com content to bring awareness to the communities and tourism businesses that are featured in television shows and movies.

# FILM TOURISM VIDEO



# ATLANTIC CANADA AGREEMENT ON TOURISM (ACAT) PARTNERSHIP


- Expedia campaign runs May to October in Ontario, Quebec, Calgary, and Boston
- Ontario: new innovative tactics and Fall campaign support
- Brand campaigns in UK and Germany
- Travel trade and travel media activity





# MARKET DEVELOPMENT

- Tour Operator Partnerships – more than 60% of travellers from further away markets book their trips using travel trade
- Familiarization (FAM) Tours – working with WestJet, Air Canada, Icelandair and Discover Airlines
- Marketplaces provide a key opportunity to create awareness of Nova Scotia and export ready businesses



📍 NOVA SCOTIA, CANADA

## WONDERS OF ATLANTIC CANADA'S NOVA SCOTIA

- ✓ 12 nights in 3\* and 4\* hotels
- ✓ Includes direct Air Canada flights and car hire
- ✓ Explore Halifax, New Glasgow and Cape Breton Island

**BOOK IT**  
FROM £1,999

# TRAVEL MEDIA: CREATOR COAST 2024



- Press Trips - hosting media is a cost-effective way to produce published content, develop marketing and reach millions of potential travellers outside the scope of paid advertising
- Showcase Nova Scotia communities to inspire travel through authentic storytelling and high-quality content
- 20-25 qualified content creators from Canada, US, UK, Ireland and Germany visiting for self-drive press trips
- Eligible deliverables can include license and royalty free images; reels and/or YouTube videos; blog posts; social media posts



# SUPPORTING INDUSTRY GROWTH

TOURISM  
NOVA SCOTIA 

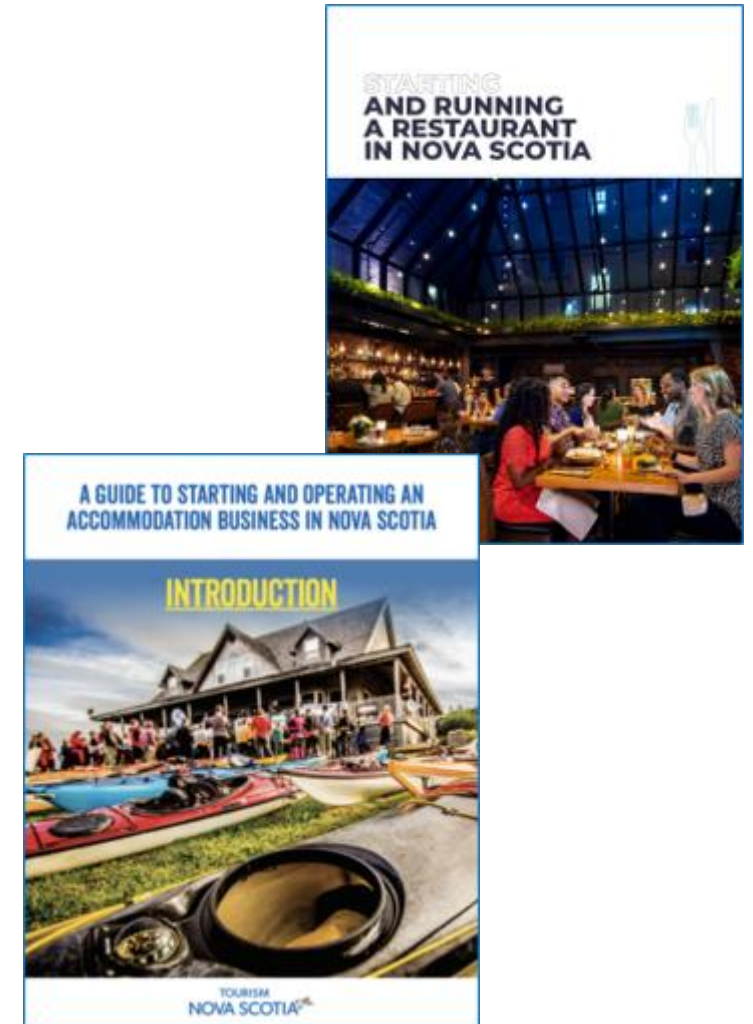




# HELPING NEW BUSINESSES NAVIGATE

**Support tourism businesses to improve readiness, including business planning and market research:**

- Business advisory services, resources, and training
- Provide information on regulatory requirements
- Provide tourism-specific expertise based on market insights and research
- Referrals to outside agencies for specialized services including financing, business planning, regulatory requirements



# UNDERSTANDING OUR VISITORS

- Nova Scotia tourism statistics
- Visitor insights
- Voice of the Visitor Survey Program



# USING PACKAGES/EXPERIENCES TO RAISE AWARENESS WITH TRAVELLERS

- Nova Scotia Experience Toolkit
- Experience development coaching and workshops
- RADIATE Tourism Program



## Winter Wine Escape

Cheers to winter winery fun on a guided tour with tastings at Grand Pré Winery, Benjamin Bridge, and Lightfoot & Wolfville with delicious lunch included!



## Chocolate Making Experience

Immerse yourselves in the art of chocolate-making after an overnight stay and gourmet breakfast in a gothic revival guest house in Yarmouth.



# IMPLEMENTING DIGITAL TECHNOLOGY

- Tourism Digital Assistance Programs – Businesses can receive services up to \$5,000 and communities can receive services up to \$15,000.
- Access one-on-one sessions with a digital experts, videos, recorded webinars, articles, and tip sheets through DigiPort
- Monthly webinars and Digital Days workshops in communities



## WEBINAR



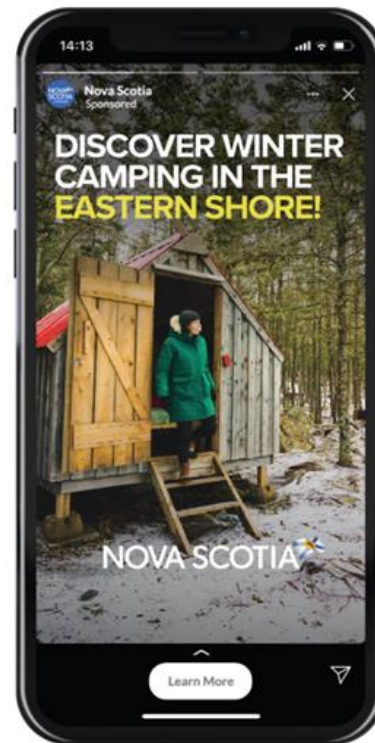
### Spring Tune-Up Digital Workshops

May 9, 16 and 23, 2024  
10:00 a.m.



# RAISING AWARENESS OF COMMUNITIES

- Destination development
- Content creation
- Digital advertising
- Digital adoption
- Visitor servicing



# CO-INVESTING IN DIGITAL MARKETING

- Co-invest with Tourism Nova Scotia to either:
  - Create high quality photos or videos for marketing
  - Deliver custom digital advertising campaigns in key markets





# BUILDING SALES PARTNERSHIPS

- Develop a sales strategy
- Build partnerships with travel agents and tour operators to support national and international sales
- Attend travel trade marketplaces to network and meet with partners



# PARTNER PROFILE – MARMALADE MOTEL



# STAY CONNECTED

- 🌐 Corporate Website: <https://tourismns.ca/>
- 🌐 Industry Newsletter: <https://tourismns.ca/news-resources>
- 🌐 Corporate Twitter: <https://twitter.com/TourismNS>
- 🌐 Corporate LinkedIn: <https://www.linkedin.com/company/tourismnovascotia/>