



Nova Scotia
Tourism Agency

MEDC Luncheon

May 7, 2015
Annapolis Royal



Think differently



Think differently





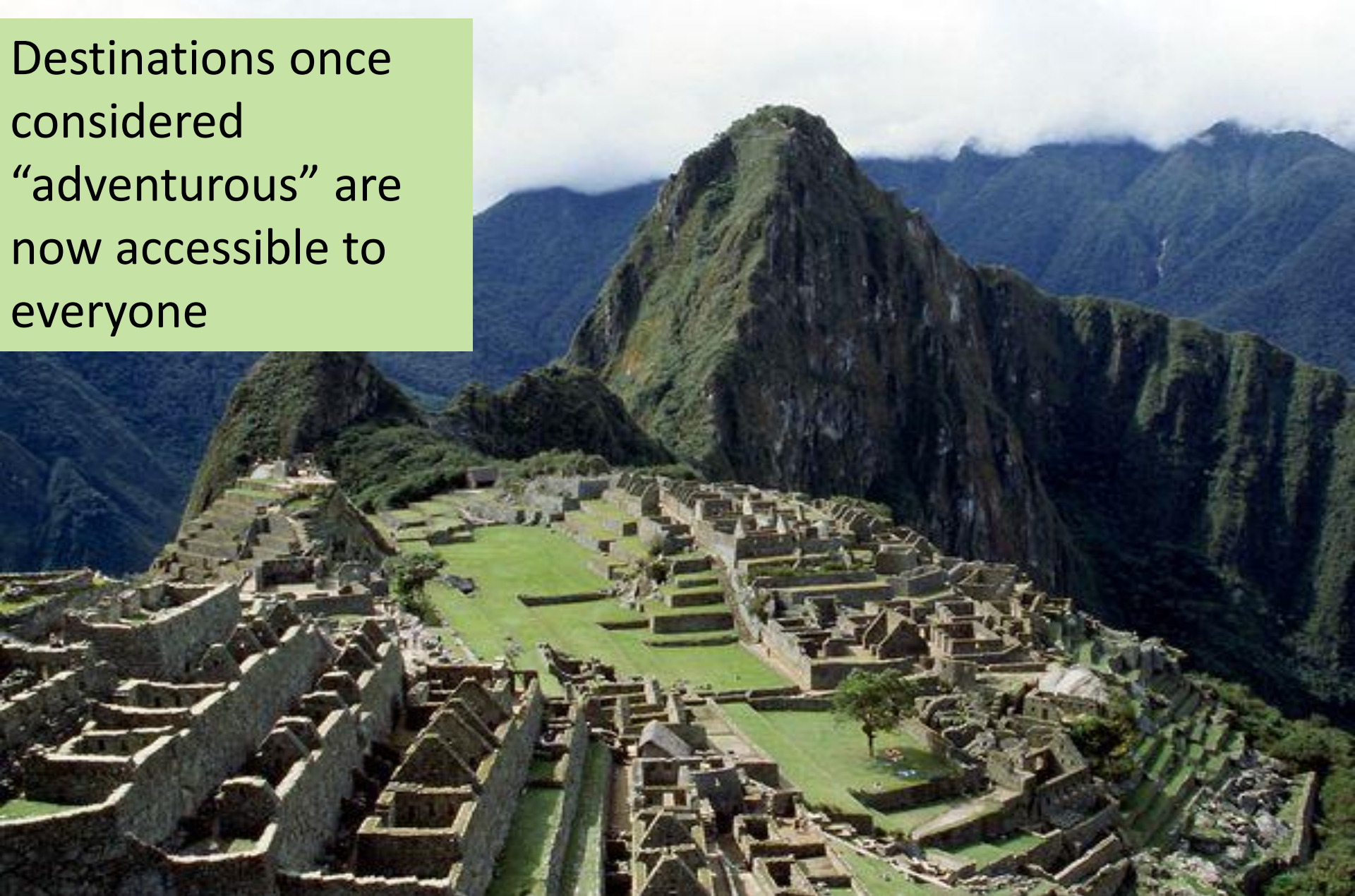
Think differently

The High Line, NYC

Economic development opportunities

- 1,374 new housing units
- 500,000 square feet of commercial office Space
- 33 new housing, commercial, retail & non-profit

Destinations once considered “adventurous” are now accessible to everyone



Competitive Strength
-Bay of Fundy



The Situation



One Nova Scotia: Now or Never



GOAL 14: TOURISM EXPANSION

As Nova Scotia's leading source of service sector exports, gross business revenues from tourism will reach \$4 billion (approximately double the current level).



We have the assets and opportunities.

We have to decide what to do with them.

We need to commit to transformation,

because we can, and must, do better.



Exemplary Initiatives

Over the course of its work the Commission was informed about many undertakings by community organizations, business groups, First Nations, education and training institutions, government agencies and others that addressed the economic and population challenges we are most concerned about. There were too many of these to single out for support here, but the Commission would like to point to a few as examples of the kinds of concerted action and collaboration that are needed to build the new Nova Scotia Economy.

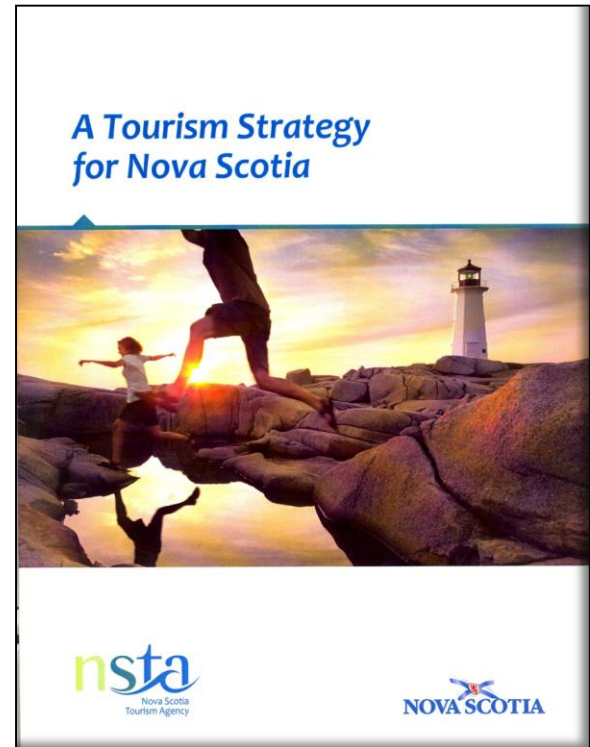
TOURISM STRATEGY

The new Nova Scotia Tourism Agency (NSTA) is a unique collaborative partnership between industry and government. It was established to provide new leadership and strategic direction to help this critically important

Long-term Tourism Strategy (5-year)

5 Pillars

- Leadership and Collaboration
- Inspirational Strategic Marketing
- Evidence-based Decision Making
- Higher Quality Products and Experiences
- Improved Access





Goal:

Increase visitation from first-time, pleasure travellers most likely to visit more of Nova Scotia.



Discovery

“

It's not just about Peggy's Cove and the Cabot Trail, it's also everything in between.

”

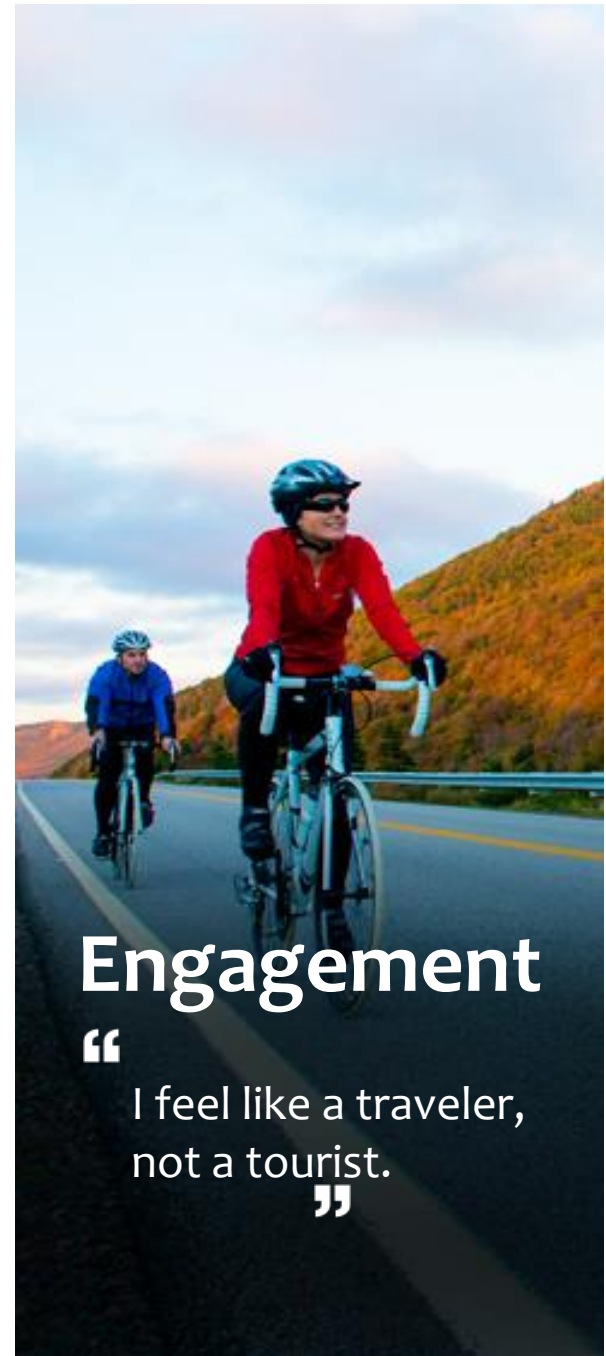


Freedom

“

You put yourself in neutral, coast along and whatever tickles your fancy, do it.

”



Engagement

“

I feel like a traveler, not a tourist.

”

Our visitors



Target Audience: High Yield Segments



- Stay longer
- Spend more
- More likely to be first-timers

New Product

**INTRODUCING CANADA'S FIRST
WINERY, CRAFT BREWERY
AND DISTILLERY TRAIL**



Nova Scotia

**GOOD
CHEER**
-TRAIL-

LAUNCHING JUNE 1

The Harvest Moon Trailway



Experiences



Explore See & Do Eat & Drink Places To Stay Packages Events About Nova Scotia

... you know w...
... our visit? We can help you find awesome
... things for everyone to see & do.

Community

Annapolis Royal

Include Surrounding Area



3 Results

Annapolis Royal x

Clear all filters x

1 - 3 of 3

FROM \$5

The Spirit of l'Acadie
Annapolis Royal, Bay of Fundy & Annapolis Valley

FROM \$5

Candlelight Acadian/Mi'kmaq tour
Annapolis Royal, Bay of Fundy & Annapolis Valley

FROM \$3

Candlelight Graveyard Tours
Annapolis Royal, Bay of Fundy & Annapolis Valley



THE DIFFERENCE BETWEEN A TOURISM PRODUCT AND A TOURISM EXPERIENCE:

A tourism product is what you buy. A tourism experience is what you remember. ←

Keys to great visitor experiences and experiential packaging include:

- Combining physical assets with emotional interactions (passion, excitement, awe-inspiring moments)
- Creating personalized travel
- Building on what makes the community special – people, places, stories, traditions, activities
- Creating memories
- Celebrating unique, authentic and local treasures
- Creating experiences that engage the customer

Extracted from *Experiences: A Toolkit for Partners of the CTC*; October, 2011, page 13- 14.

Learn something by doing something with someone who lives here.

-Bill & Mary Kendrick
Experience PEI

Engaging visitors in a series of memorable activities revealed over a duration of time that are inherently personal, engages the senses and makes connections on an emotional, physical, spiritual or intellectual level - CTC

The Experience Collection



GAEL Tours

Address: 33 Wilson Lane, Smith's Cove, Digby, [Nova Scotia](#) B0S 1S0, Canada
Phone Number: 902-245-4689 Website E-mail Improve this listing



40 visitor photos

100% 

Ranked #1 of 1 Sightseeing Tours in Smith's Cove

 11 Reviews

Type: Walking tours

[Owner description](#): Bay of Fundy, Digby, Nova Scotia. Stones, Sleeples, Ships, and Seafood Tour. Experience Digby's...

[More attraction details](#)

Predators, Plankton & Periwinkles - Gael Tours



The Candlelight Graveyard Tour



Annapolis Royal Candlelight Graveyard

Address: 295 St. George Street | Fort Anne National Historic Site, Annapolis Royal, Nova Scotia B0S 1A0, CA
[Phone Number](#): +1 902-532-3034 [Website](#) [E-mail](#) [Improve this listing](#)



99%
Ranked #1 of 2 Sightseeing Tours in Annapolis Royal

Certificate of Excellence 2014
 106 Reviews

Type: [Sightseeing Tours](#)

[Owner description](#): The award-winning Candlelight Graveyard Tour in Annapolis Royal has been one of most highly...

[More attraction details](#)



[13 visitor photos](#)

Cooking on the Farm with the Kilted Chef



Packaging



1 - 5 of 5



FROM \$245

Milford House, A Step back in Time
Annapolis Royal, Bay of Fundy & Annapolis Valley



FROM \$5

The Spirit of l'Acadie
Annapolis Royal, Bay of Fundy & Annapolis Valley



FROM \$5

Candlelight Acadian/Mi'kmaq tour
Annapolis Royal, Bay of Fundy & Annapolis Valley



FROM \$3

Candlelight Graveyard Tours
Annapolis Royal, Bay of Fundy & Annapolis Valley



FROM \$264

Whale & Seabird Adventure 'Inn' Style
Annapolis Royal, Bay of Fundy & Annapolis Valley

What is a package?

- A bundle containing at least two tourism products, services and/or activities for a single price that can be offered during a specific period of time.
- Price of bundled products, if broken out individually, should not equal more than the package price.

What is included in a typical package?



- Guided tours
- Transportation
- Accommodations
- Meals
- Tickets to events or attractions
- Activity or experience



Packaging Benefits

Operator

- New markets/reason to buy
- Develop business in slower period
- Reduction of marketing/promotional costs
- Increase the marketability of your product

Customer

- Travel Planning is easier and more convenient
- Added value/exclusivity
- Quality Assurance

Why Package on Nova Scotia.com?

- Leverages market dollars
- Packages receive a large push via partners, such as novascotia.com and through monthly email campaigns
- Listing packages/deals on novascotia.com is easy and free – visit novascotia.com/partners
- Low-risk

Key Packaging Principles

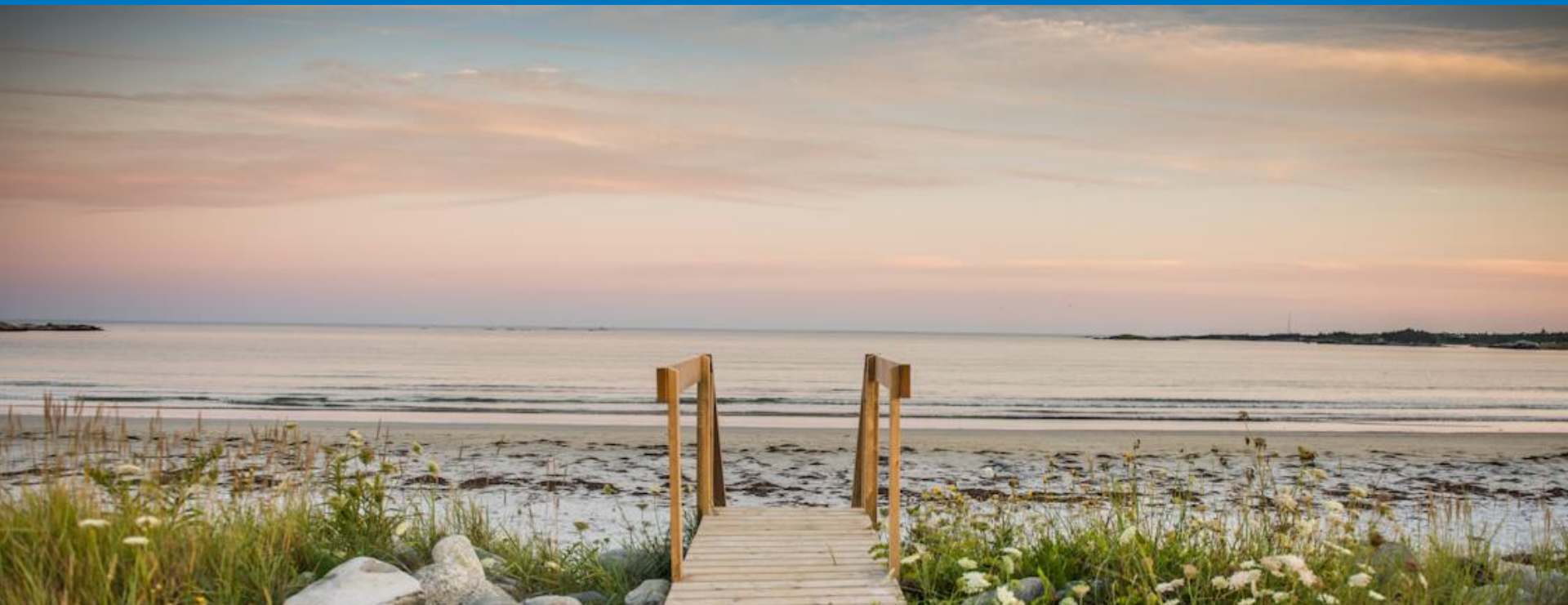
- Attention to details
- Provide maximum flexibility to customers
- Keep customers fully informed
- Establish a fair refund and credit policy
- Make sure the package is profitable
- Include “demand generators”
- Ensure activity is complete – all necessary services included
- Schedules activities at a comfortable but appropriate pace
- Offer a benefit or bonus (savings/added value)
- Price competitively
- Quality consistent

Administration

Closing the Sale

- How can the experience be booked?
- Develop a cancellation policy, a payment policy (for guest and provider)
- Determine availability, confirm booking, and confirm payment (are procedures needed?)
- How is visitor's booking confirmed?
- How is booking confirmed with your partner(s)?

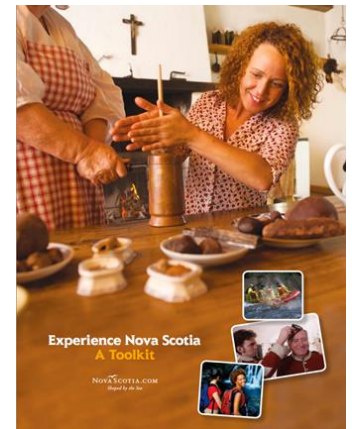
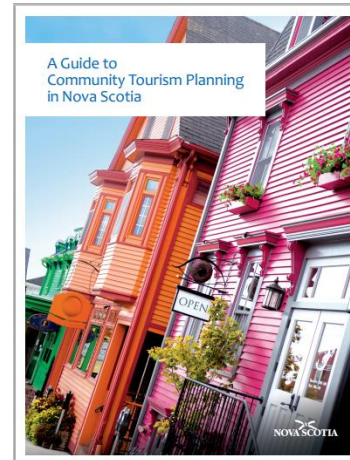
Opportunities & Resources



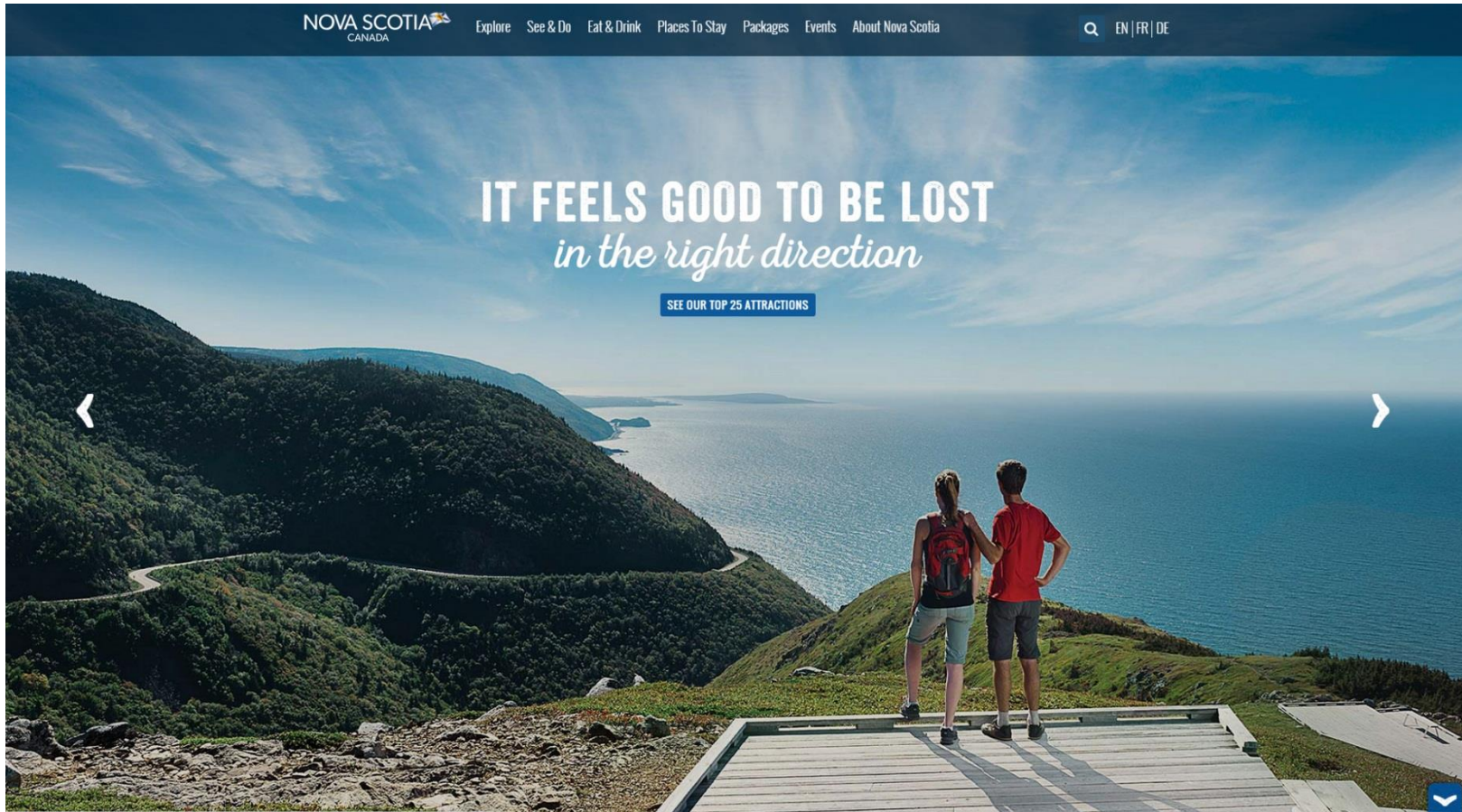
Online Resources

- Experience Nova Scotia: Toolkit & Worksheets
- Partner Portal (Events, Packages)
- Development Guides
- Research
- inTouch Blog

www.novascotiatourismagency.ca



NEW NovaScotia.com launched March 16, 2014



NovaScotia.com 2014 Stats

- Website Visits: 2,749,050 (+22%)
- Visit Duration: 3:15 minutes (-19%)
- Bounce Rate: 48.7% (+6%)
- Clicks to Operator Websites: 219,639 (+91%)
- Newsletter Sign Ups: 6,537 (+27%, making the total list over 72,000)
- Organic Search: 1,489,707 (+17%)
 - Produces over 65% of site traffic and visitors are high quality.
- SEM (Search Engine Marketing) Clicks: 229,113 (+138%)
- Mobile handheld traffic was up 78%

New Accommodation Listing Pages

New Features:

- Clear links to website/book
- Price highlighted
- Larger images
- Extended description
- Packages are showcased

The screenshot displays a web page for 'COURTYARD BY MARRIOTT HALIFAX DOWNTOWN'. The page features a dark blue header with the Nova Scotia Canada logo and navigation links. Below the header, the listing includes a star rating, a 'Price Information' section with a highlighted price range of \$119.00 - \$450.00, and a 'Location' section with the address 5120 Sable St, Halifax, NS B3J 0A1. A 'Contact' section provides phone and email details. A 'Packages' section lists three options: 'WEEKEND RETREAT & ESCAPE ROMANCE PACKAGE!', 'WEEKEND FAMILY GETAWAY!', and 'WINE & DINE PACKAGE'. A large image shows the hotel's interior lounge area. A 'Description' section mentions a 2014 Certificate of Excellence and lists amenities like a 24-hour fitness centre and rooftop patio. A 'NOW DETAILS' button is visible at the bottom of the description. On the right side, a sidebar contains a 'GET CLOSER TO NOVA SCOTIA' section with a live chat, phone number, and social media links, followed by 'EVENTS NEARBY' and 'SEE & DO NEARBY' sections.

Partner Portal – Launched September 2014

Packages/Experiences/Events are entered in Partner Portal.

- Partner Portal replaced the F&E and Packages/Experiences managers
 - Found at: <http://partners.NovaScotia.com>
 - Log in using your existing email and password from the old system
 - Data entered in the last two years was carried over to the new system
 - No cost to enter packages, experiences or events
 - Review the criteria prior to entering in your information
 - <http://novascotiatourismagency.ca/digital>

Every published package/experience/event is promoted on NovaScotia.com and your packages/experiences are linked to your operator listing.

Package/Experience Tips

#1. Promote your packages year round.

- Packages automatically come off the website on their expiry date.
- Most packages expire in September or October.
- Most operators do not upload new packages until April or May.
- **This leaves 6 months of the year with very little packaged product being promoted.**
- Visitors plan trips year round.
- You can promote your packages on the website year round not just during the start and end dates.
- The longer your packages/experiences are displaying on NovaScotia.com, the more visibility they will receive.

Package/Experience Tips

#2. Build packages/experiences related to visitor interests

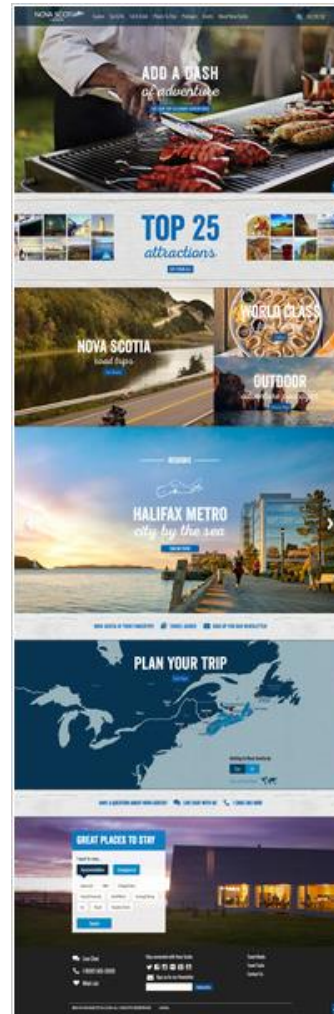
- Packages/experiences which relate to popular content (i.e. whale watching, hiking, events, golf, culinary, etc.) receive more promotion.
- Packages/experiences are often selected for promotion on the top content pages:
 - Top 25 Attractions
 - Road Movies
 - Outdoor Adventures
 - Regional Landing Pages

What do you need to do?

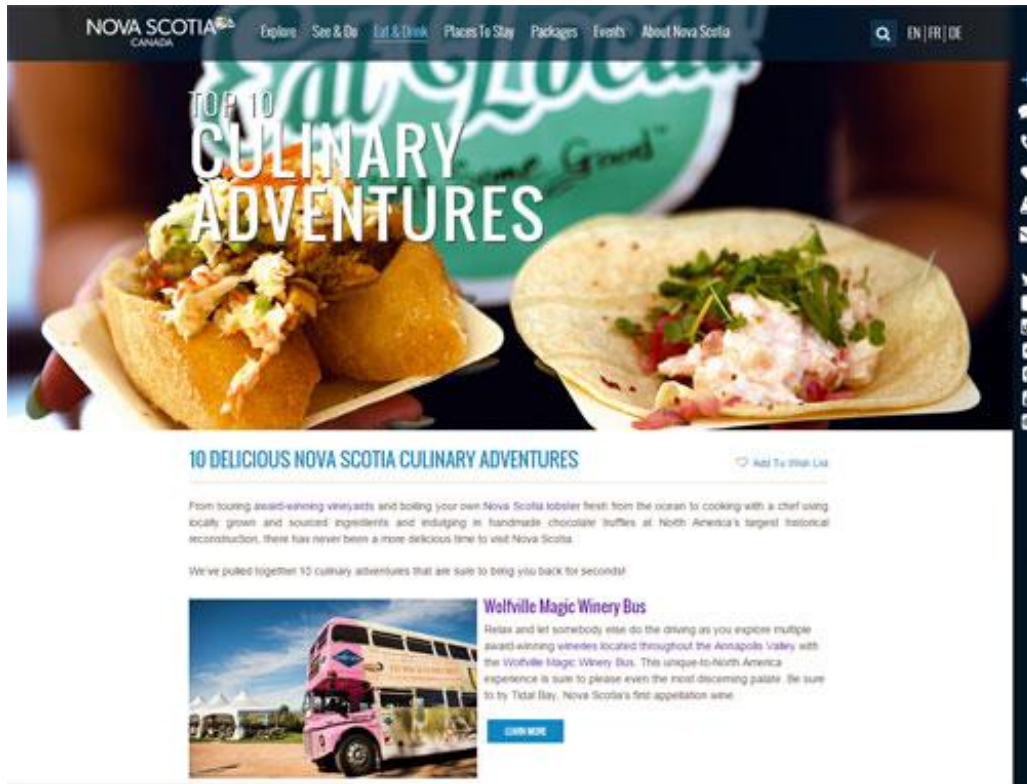
- Taking full advantage of your operator listings.
 - Photos (10 photos)
 - Videos
 - Extended descriptions (different from your Travel Guide description)
 - Link to your business website & business social media channels
 - Provide link for ‘Book Now’ button
 - Upload your packages/experiences
- Create packages and experiences, keeping visitors’ interests in mind, and have these on NovaScotia.com year round.
- Provide a great visitor experience on your website to close the sale.

Newly Designed Top Level Navigation

- Homepage (live)
- Explore (live)
- Eat & Drink (live)
- Packages
- Events
- Getting Here
- See & Do
- Places to Stay



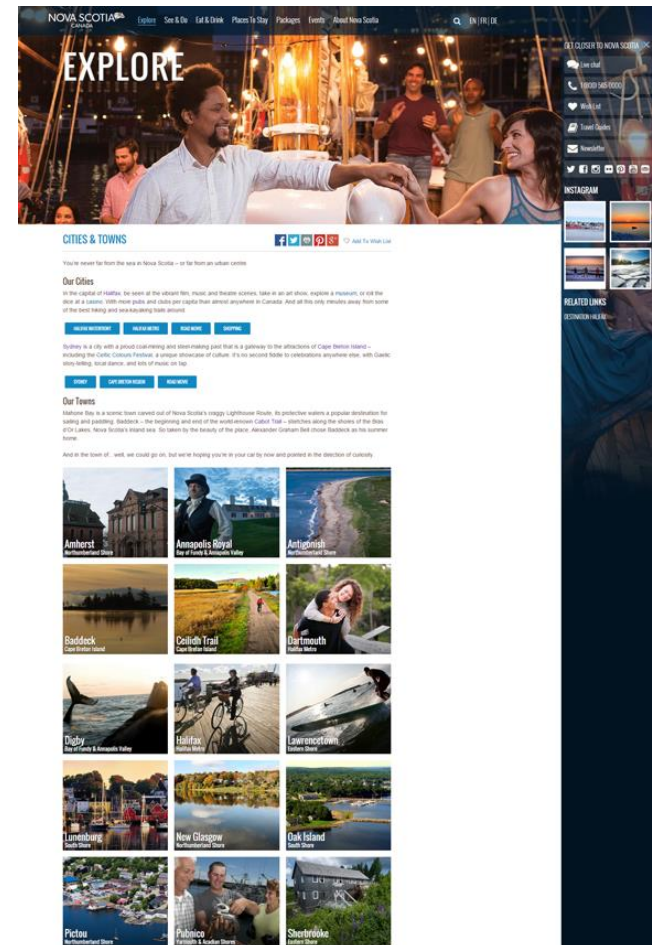
Expanded Culinary Content



- New Eat & Drink page
- New Top 10 Culinary Adventures page
(Contact: Nick Fry, Tourism Development Officer, Nick.Fry@novascotia.ca)
- Culinary Packages/Experiences
- Culinary Events
- Wineries/Vineyard Microbreweries & Distilleries
- Foodie Road Trips
- New Farmers' Markets section

Expanded Regional & Town Content

- New regional lure on the homepage that directs traffic to regional sections.
- All regional pages updated with 2015 travel guide updates.
- Cities & Towns page updated to highlight our unique towns/communities.



Travel Media

The screenshot shows a web browser with multiple tabs. The active tab is titled "Shelburne, a histo..." and the address bar shows the URL: travelingadventuresofafarmgirl.com/2014/07/07/shelburne-a-historic-loyalist-town-and-the-ross-thomson-house/. The main content area features a large photo of a woman and a man on a motorcycle. The woman is holding a white sign that reads "2014 JOY RIDE NOVA SCOTIA TRAVEL MEDIA ROAD TRIP". To the left of the photo is a smaller image of a coastline at sunset. Below the photo, the text reads "Shelburne Ross-Thomson House" and "Posted on July 7, 2014".

On the right side of the browser window, there is a social media post from "toqueandcanoe.com". The post is titled "Nova Scotia: A love story" and includes a photo of a blue boat on the water. The text of the post reads: "Canada's Maritimes force your eyes open and your heart forward". Below the photo, there is a small image of two people on a log in a lake.

The Windows taskbar at the bottom shows several open applications, including "Recent Pr...", "Microsoft...", "Shelburne...", "Microsoft ...", "Shelburne...", "Network ...", and "Experienc...".

Questions?

Nick Fry

Tourism Development Officer

Tourism Nova Scotia

t: 902-798-6767 | c: 902-478-9561

| e: Nick.Fry@novascotia.com

8 Water Street | Windsor, NS B0N 2T

[Sign up for tourism news with our *inTouch* blog](#)

