

## Promoting your Community or Business with Tourism Nova Scotia

Based on a webinar presented by Michelle Sears with [Tourism Nova Scotia](#) on Thursday, June 3, 2020

Tourism Nova Scotia promotes Nova Scotia as a vacation destination by showing potential visitors the many things that they can see and do while on vacation in Nova Scotia. The focus of Tourism Nova Scotia's marketing is on experiences that research shows will motivate people to book a trip. Tourism Nova Scotia offers a range of opportunities for tourism operators to promote their business.

### NovaScotia.com

The official trip planning website, [NovaScotia.com](#), is the main call to action on most of Tourism Nova Scotia's marketing. The goal is to provide trip planning inspiration and connect travellers directly with businesses so they can hopefully make a sale.

In February 2020, a new mobile friendly website was launched with new features including an interactive map tool with date and category filters and the addition of Itineraries and Stories sections.

In 2019, there were over 3.6 million entrances into NovaScotia.com with the average stay being 2 minutes per session.

## COVID-19 INFORMATION UPDATES

As you prepare to reopen your business to visitors, it's the perfect time to update your listing on NovaScotia.com and your business website. Be sure to let your visitors know:

- How you are abiding by Public Health Guidelines to ensure their safety
- Changes to your dates and hours of operation

COVID-19-related updates for NovaScotia.com business listings can be sent to [novascotia@novascotia.ca](mailto:novascotia@novascotia.ca)

### Business Listings

Nova Scotia tourism businesses may be eligible for a free business listing. Business listings include:

- Places to Stay
- Attractions
- Eat and Drink
- Outdoor Activities and Tours

A new category available this year is Kid Friendly, a collection of kid approved and kid friendly activities and adventures.

For more information on eligibility and listing criteria, visit <https://tourismns.ca/marketingeligibilitycriteria>.

Application forms are available at <https://tourismns.ca/promoteyourbusiness>

### YOUR BUSINESS LISTING

- Large photo display and carousel of up to 10 photos
- Business description and information on your area
- Links to your experience, package and/or event listing(s)
- Contact info prominently displayed with links to your website, social media, "Book Now" and Trip Advisor or other peer review ratings

### *Partner Portal*

If you are organizing a festival or event, offer a unique experience or have a travel package or special deal that you would like to add and link to your tourism business listing, you can create your free listing by logging in to the Partner Portal.

Add all of the required information and submit for approval at <https://partners.novascotia.com/>

### *Festivals and Events*

Categories include:

- Don't Miss
- Community
- Food & Drink
- Arts & Culture
- Music
- Outdoor & Sports

If your event has been cancelled for 2020, be sure to add your 2021 dates as soon as possible so that potential visitors have a chance to learn about your event.

For more information on hosting events, visit <http://www.eventsnovascotia.com/>

### *Packages*

A travel package on NovaScotia.com makes trip planning easy for the visitor by pairing up transportation, accommodations, meals, tickets to events or attractions, guided tours and/or an activity or experience.

A package combines at least two purchasable items at one price point and is a great way to partner with others in your area.

A travel deal must include an obvious savings or deal, i.e. stay two nights and receive a percentage off the third night.

### *Experiences*

Unique, authentic experiences distinguish Nova Scotia from other travel destinations and provide our

visitors with entertaining and/or educational activities that give them a sense of personal connection to Nova Scotia and its people. It's about visitors being active participants, trying a new skill, learning about who we are or how we live, or challenging themselves. It's about meeting the people in our communities that have a special skill to share or an interesting story to tell.

If you're interested in developing an experience, contact the Tourism Development team at: [tourismdevelopment@novascotia.ca](mailto:tourismdevelopment@novascotia.ca).

### *Boost your Community Profile with Community Pages*

Nova Scotia's seven distinct travel regions are home to diverse, welcoming communities and towns. Information contained on community pages needs to be relevant to visitors, such as festivals & events, and include visitor experiences and tourism business listings.

If you're interested in having your town or community on NovaScotia.com, contact Michelle Sears at [Michelle.Sears@novascotia.ca](mailto:Michelle.Sears@novascotia.ca)

### *Itineraries*

Itineraries are recommended road trips for visitors to make the most of their stay and offer up suggestions on what to see and do in an area or multiple regions. They are often themed, such as a Food & Wine Tour. The itineraries currently on NovaScotia.com were created with Tourism Nova Scotia's core markets and Explorer Quotient segments in mind but given the current situation, there is a need to create itineraries for the local / regional market.

### *Stories*

The Stories section is a growing collection of tips from locals to help visitors discover more off-the-beaten-path adventures. These blog article stories can often be a bit more tailored or niche than an itinerary – such as a "Perfect Beach Day".

## Opportunities

### Advertising

Featured listings that appear throughout NovaScotia.com are paid advertising opportunities with limited spots. If you're interested in a featured listing, contact Meaghan Giffin [Meaghan.Giffin@novascotia.ca](mailto:Meaghan.Giffin@novascotia.ca)

### Photo and Video Assets

Nova Scotia tourism operators can take advantage of Tourism Nova Scotia's extensive library of high-quality visual materials to help promote their business or region. For information on approved uses contact Sunny Bray [Sunny.Bray@novascotia.ca](mailto:Sunny.Bray@novascotia.ca).

Register to access visual materials at <https://novascotia.barberstock.com/>

## Social Media

### CONTENT THAT WORKS

High quality images, video and travel articles that:

- speak to a tourism audience by providing helpful information about what to see, eat, experience in Nova Scotia
- are exciting and interesting so that people will want to engage with them and share

### PHOTO TIPS

Images that work best with our audiences:

- bright colours
- clear and in focus
- unique angles and interesting composition
- authentic to Nova Scotia

For Social Media questions, contact Cynthia Bragg [Cynthia.Bragg@novascotia.ca](mailto:Cynthia.Bragg@novascotia.ca)

### Featured Posts

Use our hashtag **#visitnovascotia** in social posts and tag **@visitnovascotia** in your instastories and tweets for a chance to be featured.

### CrowdRiff

Using **#visitnovascotia** on shared photos and video can allow us to pull great imagery into NovaScotia.com through CrowdRiff user-generated photo galleries