A View from Across the Atlantic

Presented by: Kelli MacDonald, Director of Communications
Tourism Nova Scotia
NOVA SCOTIA

Population: Almost 1 million

Capital City: Halifax

Tourism Highlights: Accessible Seacoast, Authentic Cultural and Culinary Experiences, Wine Industry, Live Music, Outdoor Adventure, 5 UNESCO World Heritage Sites

2016 Tourism Performance:
Visitation: 2.2 million visitors (est)
Tourism Revenues: $2.6 billion (est)
Licensed Room Nights Sold: 2.6 million
TOURISM INDUSTRY GOAL (2014)

Double tourism revenues within 10 years

$4 Billion by 2024
NEW GOAL = NEW APPROACH

- Provincial Crown Corporation
  - Tourism Nova Scotia established April 2015
  - Private sector board of directors
  - Responsible for leading tourism growth
  - Export focus
  - Focus on private sector initiative
TOURISM NOVA SCOTIA

Destination Marketing
- Consumer
- Travel Trade

Sector Development
- Experience Development
- Business Development
- Research

Operations
- 6 Provincial Visitor Information Centres
- Contact Centre
- Literature Distribution
TOURISM NOVA SCOTIA’S STRATEGY

1. Invest in markets of highest return.
2. Focus on world class experiences.
3. Attract first-time visitors to Nova Scotia.
INDUSTRY’S ROLE

- Close the sale pre-trip and during trip
- Drive repeat visitation by exceeding visitor expectations
- Invest in product
- Deliver world class experiences

TOURISM NOVA SCOTIA
COMMUNITY’S ROLE

Partner with industry to deliver destination development and marketing

Visitor servicing

I ♡ LOCAL
GOVERNMENT’S ROLE

Align policy agenda in support of goal

Thereby informing...

Community economic development

Attraction of inward investment

Infrastructure development
MARKET SEGMENTS

IMMEDIATE FOCUS (2)
- Authentic Experiencers
- Cultural Explorers

MID-TERM FOCUS
- Free Spirits
TOURISM NOVA SCOTIA PARTNERSHIP MODEL

- Co-investors vs “funders”
- 3 programs
  - World Class Experience EXCELlerator Program
  - Digital Marketing Program
  - Inspiring Content Program
New Experience in 2017
Offered by White Point Beach Resort

Stellar Stargazing Feast & Hike
New Experience in 2017
Offered by Domaine de Grand Pre Winery
Pop-Up Vineyard Dinner
Overlooking a World Heritage Site
The Flying Apron Inn & Cookery
Dining on the Ocean Floor
GOVERNMENT'S ROLE

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INDUSTRY AT A GLANCE


CANADA’S DESTINATION MARKETING ORGANIZATION
ATLANTIC CANADA TOURISM PARTNERSHIP
REGIONAL TOURISM ORGANIZATIONS
EVENTS
WINERIES
Cruise
World’s 100 Greatest Golf Courses

#19 – Cabot Cliffs
#93 – Cabot Links

Ranking by Golf Digest
PRIORITIES FOR GROWTH

- Air route development
- Public and private sector investment in experiences, attractions, accommodations, infrastructure
- Expand the tourism season beyond June-September
- China
WHAT’S CHANGED SINCE 2015?

• New Crown Corporation, New Strategy, New Focus
  • No longer provide operational funding to organizations
  • Industry partnership model = Collaboration & Co-Investment
  • Measurable marketing investments and tactics
  • Experience and sector development focused on private sector initiative
  • Role clarity within the industry
  • Less duplication
• Our industry is aligning behind the $4 billion goal
• Greater recognition of the value of tourism to Nova Scotia’s economy
THANK YOU!

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