



Tourism, Culture and Heritage

TOURISM FACTS FLASH

Visit www.gov.ns.ca/tch for ongoing Nova Scotia Department of Tourism, Culture & Heritage updates. For up-to-date information on what's happening in Nova Scotia, visit Nova Scotia's Official Tourism website at www.novascotia.com . If you have comments on FACTS FLASH, or a submission for consideration, please email factsflash@gov.ns.ca .

Week of February 23, 2009

In this Edition of FACTS FLASH...

- * Marketing and Consumer Shows Update
- * Tourism Marketing Opportunities Program – Deadline March 20, 2009
- * Museum of Natural History – Ice Age Mammals
- * novascotia.com Introduces Google Maps to Listings
- * Tourism Niche Market Project Update
- * 2009 Web Marketing Opportunities
- * 2009 Product Development Day – Packaging Secrets Revealed
- * Provincial VIC Product Knowledge Tours (FAM Tours)
- * On-Line Visitor Satisfaction Program

Marketing and Consumer Shows Update

The **national media campaign** will begin the week of **March 22nd**. Five new, 30-second TV spots will showcase the scenic beauty, unique Maritime culture, and genuine, friendly people of Nova Scotia. The ads will air on national speciality channels including Discovery, HGTV, Bravo!, Food Network and more. These TV ads will be supported by a print campaign in national magazines, such as Reader's Digest, Homemakers, Canadian Geographic, Style at Home and newspaper, including a special promotion with the Globe and Mail. There will also be a direct mail campaign in selected Canadian cities.

The **regional media campaign** will begin the week of **April 20th**. This will include 15-, and 10-second spots that encourage Atlantic Canadians to discover unique Nova Scotian experiences. The TV ads will be supported by newspaper and online advertising and other activity.

Online, Nova Scotia will be featured on sites such as Lonely Planet, Canadian Geographic Photo Club, iExplore, Trip Advisor and more. Online efforts will also include search engine

optimization and search engine marketing, and new social media tactics, such as Facebook and blogs. Watch FACTS FLASH for more details in the spring.

Tourism is also participating in a number of upcoming promotional events, and trade and consumer shows in key markets, including:

- **Tim Horton's Brier, Calgary (March 7 to 15)** – Tourism is attending the 2009 Brier in Calgary to promote Nova Scotia as a year-round vacation destination.
- **Toronto's Ultimate Travel Show (March 27 to 29)** – To participate, call 1-800-265-3673 or visit www.totravelshow.com and book your space today. Indicate your desire to be in the Nova Scotia section, and you will receive a \$100 discount.
- **Calgary Outdoor Adventure Show (March 28 and 29)** – Although the Tourism division will promote Nova Scotia at this event, it has already sold out.
- **Ottawa Travel and Vacation Show (April 4 and 5)** – Register now for the Nova Scotia Tourism section and receive a 10 per cent discount. Call 1-800-489-8333 or visit www.travelandvacationshow.com to make your reservation.
- **Saltscapes in Halifax (April 24 to 26)** – Call your local RTIA to book your space. Last year's show was a great success.
- **Milwaukee Irish Fest (August 13 to 16)** – More information to follow.
- **Celtic Fest Chicago (September 12 to 13)** – More information to follow.

For more information on these and other consumer shows, please contact Doug Matthews at 902-424-3942 or matthews@gov.ns.ca.

More detail on **US and UK marketing activity** will be available in future editions of FACTS FLASH.

Tourism Marketing Opportunities Program – Deadline March 20, 2009

The Marketing Opportunities Program provides funding to marketing initiatives that clearly link to provincial tourism priorities with the goal of increasing out-of-province visitors and growing tourism revenues. There are two streams: Festival and Events Assistance and Tourism Marketing Assistance.

The 2009 program guidelines are available at http://www.gov.ns.ca/tch/tourism_funding.asp. Please contact your Regional Tourism Industry Association and/or Sadie Thomas Frye at 902-424-3282 or frysa@gov.ns.ca for additional information.

Museum of Natural History – Ice Age Mammals

Exhibit

A 6 meter life-size cast of a mastodon will greet visitors to Ice Age Mammals and a remarkable time in earth's history - the last ice age. This visiting exhibition focuses on ice age mammals and the factors that led to their extinction. Learn about environmental changes over time, from about 4 million to 10 thousand years ago and the impact of humans on climate and natural species.

Enjoy engaging videos featuring palaeontologists who share their scientific discovery of extinct species and the challenges of arctic excavation presented in English and French and see full scale replicas of mammoth and mastodon skulls.



The Museum has complimented ICE AGE MAMMALS with the story of Nova Scotia's last Ice Age by including incredible specimens from the Museum's 1991 Milford Mastodon Excavation project. Visitors will see a rare soft body fossilized painted turtle hatchling, mastodon bones, teeth and more!

MARCH BREAK - March 14 to 22 (Special admission rates will apply during the week)

The cool thing to do this March Break is to get to know your ICE AGE. Families will have a chill of a lifetime at Ice Age Mammals our featured visiting exhibition complete with a full-scale mastodon skeleton - the same extinct ice age mammal that once roamed Nova Scotia. Chill out in the Milford G Quarry Play Area or join us at one of our March Break discovery stations:

Our Changing World

Discover how some ice age mammals evolved while others became extinct. Learn how people and animals lived off the land and uncover the clues they left behind of life during an ice age. What clues will you leave behind?

Ice Age: Cold Hard Facts

Climate change is an on-going process. Explore the warmer periods of the Earth's past by examining a dinosaur toe-bone, giant-beaver jawbone or a piece of 45 million-year-old wood. Build jigsaw puzzles, play a sound-matching game, listen to surprising stories and much more.

The Power Changers

Show times: 11am, 12pm, 2pm, 3pm & 4pm

Join us in our Climate Change Quest. Together, our mission is to find out what we can do to make a difference & how to inspire others to ACTION! This 20-minute theatrical foray for

families is fun-filled, funny and interactive. You'll be plotting ways to help its colourful characters in their pursuit to take back the power. This event is sponsored by the Climate Change Centre, a program of Clean Nova Scotia.

For further information, please contact Brenda Boutilier on Phone: (902)-424-6513 or at Email: boutilbr@gov.ns.ca.

novascotia.com Introduces Google Maps on Listings

novascotia.com has introduced Google Maps to all Accommodation, Attraction, Outdoor, Fine Arts & Crafts as well as Tour Operator listings. Visitors will now find a Maps & Directions tab located within the listing description, showing them the exact location of the facility. Visitors are also able to type in their starting location and get step-by-step driving directions to the listing location. A print version of the directions and map is also available.

Festivals and Events operators should please remember to add the longitude and latitude coordinates to their listings. You can include your latitude and longitude coordinates by updating your listing within the Festivals & Events Manager on www.novascotia.com/partners. For more information, please contact Laura Patrick at patricll@gov.ns.ca or by phone on (902) 424-0939.

Tourism Niche Market Project Update

On December 2, 2008, Minister Dooks announced \$2.5 million over three years from the Community Development Trust Fund for the development and promotion of niche tourism markets. Our plan is to build upon Nova Scotia's competitive positioning with potential niche projects, targeting the interests of culinary, wine, genealogy and cultural tourism, to name a few.

The Niche Market Project will form strategic partnership agreements with organizations, who in turn will offer product development and marketing opportunities to industry members who want to diversify and grow their businesses to attract these new niche markets.

Further project details are in development, and later updates will be provided in FACTS FLASH.

The Niche Market Project manager is Darlene MacDonald, Manager, Strategic Initiatives, and she can be reached at 902- 424-4021 or macdarm@gov.ns.ca.

2009 Web Marketing Opportunities

Take advantage of the many different web marketing opportunities that help you promote your businesses on novascotia.com!

Check out these **new free opportunities**:

- **Contests:** Donate a prize for one of our monthly homepage contests. We'll feature your sponsorship in the contest announcement and provide a direct link to your listing. This feature will begin in April 2009.
- **Doers' and Dreamers' Advertising:** If you purchased advertising in the Doers' and Dreamers' travel guide, your ad will be featured with your online listing. This feature will be available in March 2009.

Also new this year, consider our paid program (\$599 annually Starting April 1, 2009 – some conditions apply). **Paid program opportunities** include:

- **Banner/Text Advertising:** We'll promote 3 banner ads or text links for your tourism product on a specific novascotia.com page for any three months. Visitors click on your banner or text ad, and your website opens up in a new browser. Note: You can choose to advertise for more than three months for an added fee. Banner ads are \$175 per month and text ads are \$75 per month.
- **Packages:** Feature your vacation value package(s) in the packages section on novascotia.com. We'll also link to your package from your listing. Criteria apply.
- **E-mail:** Participate in our e-mail campaign and we'll feature your listing in one of our monthly customer e-mails.
- **Homepage Experience Lures:** Participate in product clustering and we'll feature your listing in a new homepage lure section, combining your tourism product with other tourism products in your area.
- **Itineraries:** Send us sample itineraries of things to see and do within your community and region which will be included with your listings. Your sample itineraries will also be displayed in a new sample itineraries section on novascotia.com with a link to your listing.
- **RSS Feed:** Opt into our new packages feed, and gain exposure on other online marketing websites, such as news and travel sites.
- **Video:** Send us a link to your YouTube video and we'll embed it into your listing page.

For more information, visit www.novascotia.com/partners or contact Laura Patrick at patriell@gov.ns.ca or by phone at (902) 424-0939

2009 Product Development Day - Packaging Secrets Revealed

Are you interested in converting more customers and distinguishing your offerings in today's competitive travel market? Do you want to give your guests a compelling reason to select your product? The Secrets to Travel Packaging Success will provide the insight, ideas and tools you

need to create innovative travel packages which will resonate with your customers and set you apart in the marketplace.

You will learn proven techniques, package pricing, on-line trends and successful models that can easily be translated to your business. You will leave the session with an action plan so that you and your travel partners can develop appealing packages for your clientele.

The Tourism Division of the Department of Tourism, Culture & Heritage is pleased to offer this free workshop with facilitator, Joe Veneto of Opportunities Unlimited. With over 25 years of travel industry expertise with some of the largest tour operators and wholesalers in North America, he has also partnered with DMOs and travel suppliers throughout North America. Mr. Veneto is sure to provide an informative and valuable session that will take your business to the next level and generate results for the upcoming season.

The workshop will be held at the Museum of Industry, Stellarton, on Wednesday, April 29, 2009 from 8:30 a.m.-5:00 p.m. To register and for more information, visit us online at www.gov.ns.ca/tch under What's New. Questions may be directed to Jennifer MacIntyre at (902) 424-4646 or macintjen@gov.ns.ca.

Provincial VIC Product Knowledge Tours (FAM Tours)

Experiencing a product first-hand greatly increases travel counsellors' knowledge of an area and the many products available, allowing them to transfer this information to our visitors. Each spring, travel counsellors in provincial, as well as locally operated visitor information centres and Check In staff, take part in regional product knowledge or fam tours. The tours are part of their annual training to enhance their knowledge of Nova Scotia's tourism product. Tours are three to five days and involve 25 to 35 participants each. Industry support is critical in maintaining this important aspect of product knowledge training.

For more information on how to participate in any of the following Product Knowledge Tours, please contact: Peter Johnson on (902) 424-2788 or at johnsp@gov.ns.ca

Halifax Tour	May 5-7/09
Northumberland Tour	May 11-13/09
South Shore Tour	May 14-16/09
Fundy Shore Tour	May 19-21/09
Annapolis Valley Acadian Shores Tour	May 26-29/09
Eastern Shore Tour	June 2-4/09
Cape Breton Tour	June 7 -11/09

On-Line Visitor Satisfaction Program

The Atlantic Canada Tourism Grading Authority (ACTGA) in partnership with the Nova Scotia department of Tourism, Culture and Heritage, ACOA and the other three departments of tourism in Atlantic Canada launched have launched a 3-year on-line Visitor Satisfaction Program for

accommodation and campground operators in Atlantic Canada. Provincial tourism industry associations are also involved in the program at the Steering Committee level.

This program is expected to run until March 31, 2011 and operators are required to pay a modest annual fee to facilitate a successful implementation. Unique to this program is the amount of information available to each operator on the reporting sites - "how you are doing" and "how you are doing compared to other operators in your region, province and throughout Atlantic Canada". Please take some time to look at the survey at www.actgasurvey.com access code 2500000000. Further information is also available at www.visitorsatisfactionatlantic.ca.

Here are a few comments from operators involved in the program:

"After only 6 weeks we have already been given good management feedback. We look at the reporting site religiously." Mike Murphy, The Great George, Charlottetown.

"Any feedback we get is a chance to improve and any chance we get to improve is better for our business" Diane Maher, Comfort Inn, New Glasgow

"...responses are coming back fabulous...it's really good input for us to know what's important for our guests" Ann Pilon, A Charming Victorian B and B, Sydney

There are 110 spots available to operators from Nova Scotia for the period April 01, 2009 – March 31, 2010. Don't miss the opportunity to gather valuable feedback from your guests. Information for registration for the season commencing April 1, 2009 can be downloaded at www.visitorsatisfactionatlantic.ca or by contacting Mary Tulle, Project Coordinator, phone (902) 496 9171, Email: mary@visitorsatisfactionatlantic.ca