

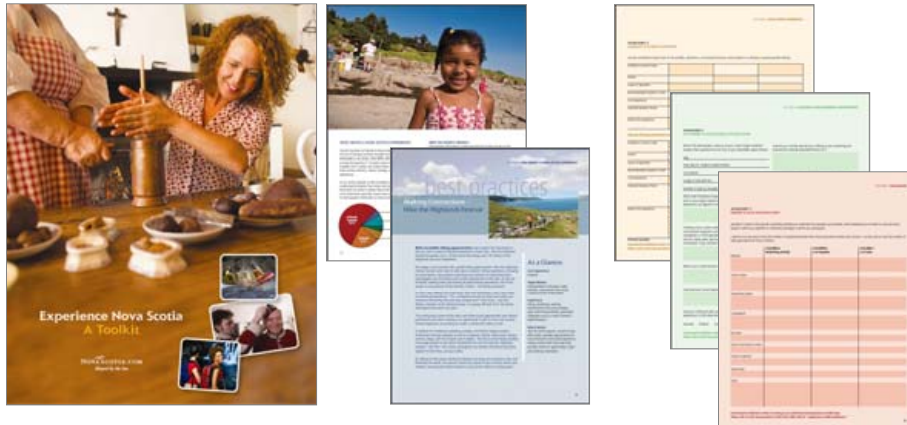


## Itinerary

- ✓ Marketable Experiences
  - ✓ What is an 'Experience'?
  - ✓ What is Experiential Tourism?
  - ✓ Marketing Experiences on NovaScotia.com
- ✓ NovaScotia.com
  - ✓ Ways to improve your Operator listings
  - ✓ Travel Packages & Deals
  - ✓ What's next?

# Experience Toolkit

<http://www.gov.ns.ca/econ/tourism/building-business/guides>



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## What is an 'Experience'?

- A **product** is what you buy; an **experience** is what you remember.
- Travel is not about where you've been – its about what you did while you were there, how it made you feel, the people you met while you were there, and the memories you took home – the experience.
- A package is a combination of things (accommodations, meals and other offerings) sold for one price in the marketplace.

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## What is Experiential Tourism?

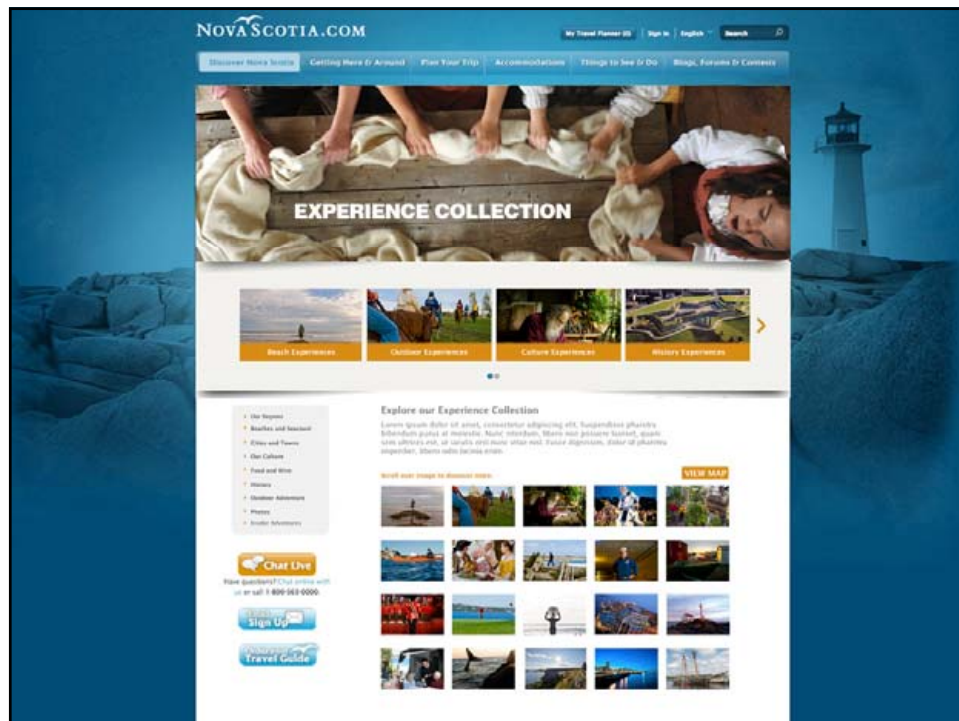
- Engages visitors in a series of memorable activities revealed over a duration of time that are inherently personal, engages the senses and makes connections on an emotional, physical, spiritual or intellectual level.

– Canadian Tourism Commission

- ‘Learn something by doing something with someone who lives here.’

– Bill Kendrick, Experience PEI


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My Travel Planner 00 Sign In English Search

Discover Nova Scotia Getting Here & Around Plan Your Trip Accommodations Things to See & Do Blogs, Forums & Contents



## EXPERIENCE COLLECTION

Beach Experiences Outdoor Experiences Culture Experiences Military Experiences

- Use Maps
- Beaches and Seascapes
- Cities and Towns
- Our Culture
- Food and Wine
- History
- Outdoor Adventures
- Photos
- Mobile Applications

Chat Live

Have questions? Chat online with us or call 1-800-363-0000


Sign Up

Download Travel Guide

### Explore our Experience Collection

Learn about jobs at sea, commercial fishing, all-inclusive glamping, lobster guides, art markets, music festivals, many fun private tours, spas, sea adventures, or unique and rural wine and food experiences, state-of-the-art museums, there's also fishing gear.

Scroll down to see more



#### Dufuss We Will Go


Discover the time-honoured method of picking, cleaning, drying and preparing the world famous Bay of Fundy Dufuss for market. Sample a wide array of other products and learn about the health benefits of their many uses. Learn to identify moss, rockweed, kelp and other sea plants.

Book this Adventure

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## EXPERIENCE COLLECTION

- Use Maps
- Beaches and Seascapes
- Cities and Towns
- Our Culture
- Food and Wine
- History
- Outdoor Adventures
- Photos
- Mobile Applications

Chat Live

Have questions? Chat online with us or call 1-800-363-0000

Sign Up

Download Travel Guide

### Dufuss We Will Go

Address and details  
 3202 Cornville Rd, Cornville Ferry, NS B2S 2B9  
 Cornville Ferry, Sandy Shore & Annapolis Valley  
 (NS and NB) (NS)

Contact Jane Smith  
 Phone: 902-552-1555  
 Fax: 902-552-1555

Overview Maps & Directions

Website: www.fishonthenovascotia.com

Discover the time-honoured method of picking, cleaning, drying and preparing the world famous Bay of Fundy Dufuss for market. Sample a wide array of other products and learn about the health benefits of their many uses. Learn to identify moss, rockweed, kelp and other sea plants.

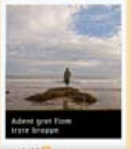
Days per week: 05

Rates: \$79-109 + GST season rates available  
 (Canada Select ratings (more info))

3 Bed & Breakfast


5 Stars

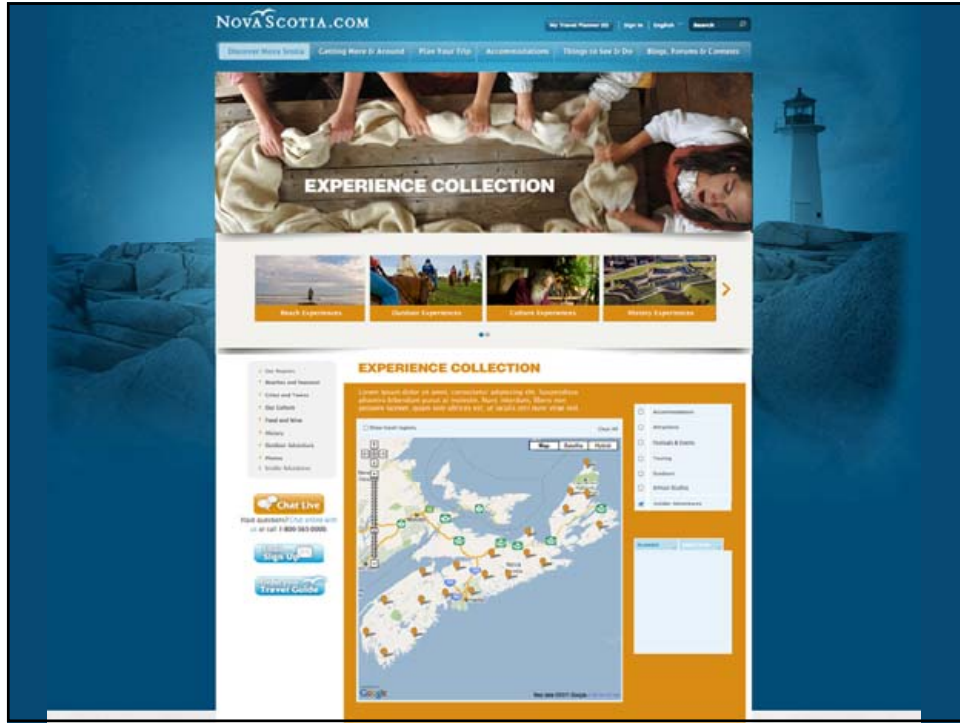
Details



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1 of 2





# Marketable Experiences

### Going Local

Take in the fresh air and scenic views of the local landscape. The market is ready to go. It's time to get out there and enjoy the view. The market is ready to go. It's time to get out there and enjoy the view.

Waldgreen Corp.

Marketplace

Waldgreen Corp.

## Marketable Experience Brainstorming Exercise



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## NovaScotia.com 2010 Statistics

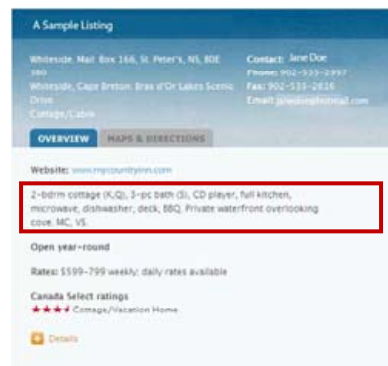
- ✓ Visits: 1.6 million (+7%)
- ✓ Average time on site: 4.68 minutes
- ✓ Average page views: 6.77 pages
- ✓ Clicks to operator listings: 1.3 million+
- ✓ % of traffic from Google (organic): 54.21%
- ✓ Packages added: 487



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## 2011 Social Media Strategy Operator Listing Enhancements

- Integration of new database (Spring 2011)
  - Improve categorization
- Hired a web writer to write search engine optimized, extended descriptions.
- Multiple videos & photos per operator listing



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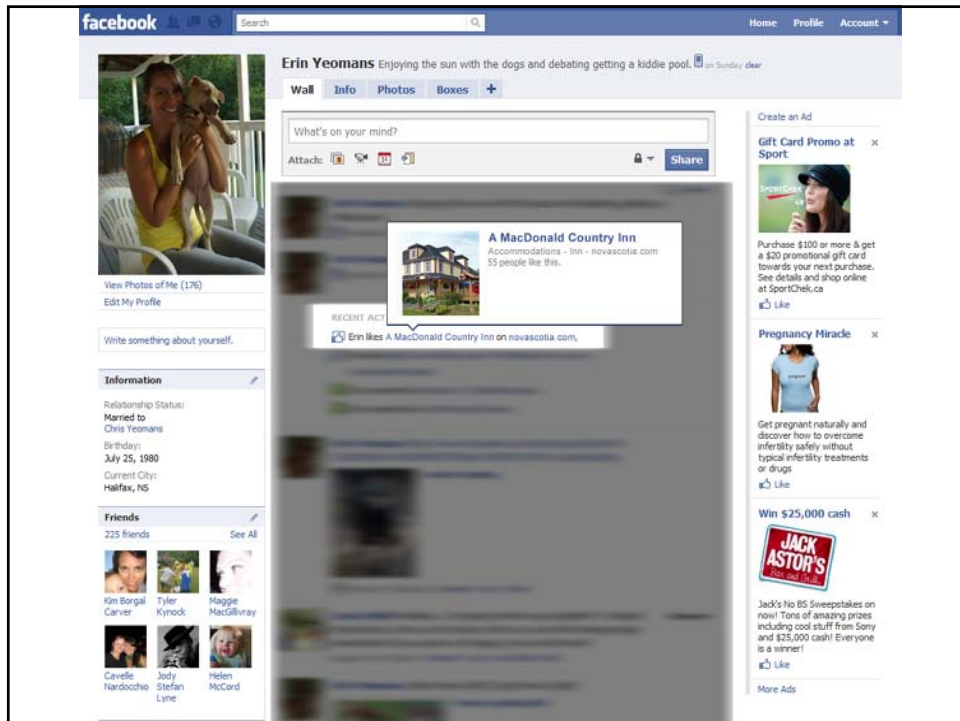
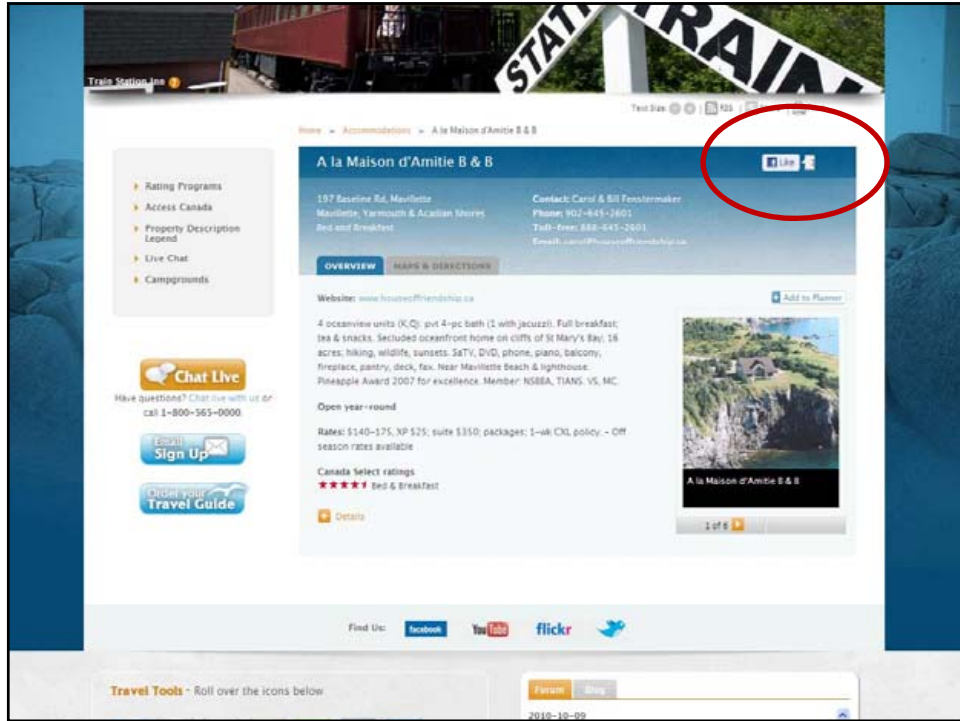
## 2011 Social Media Strategy Integrating Social Media into Operator Listings

- Operators can link to their social media sites (Summer 2011)
  - Trip Advisor      - Twitter
  - Facebook          - Blogs, etc.
- Incorporated Facebook “Likes” into operator listings on NovaScotia.com
  - Listing with photo & link will appear in visitors Facebook news feed.

facebook



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## 2011 Social Media Strategy

### Increased Emphasis on Trip Advisor

#### Why Trip Advisor?

- Studies show consumers more likely to trust user generated reviews & ratings than any other medium when making a travel decision.
- Trip Advisor is the most popular ratings & reviews travel website in the world.
- In November 2010 (historically one of their slowest months), Trip Advisor received 29 million unique visits.

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## 2011 Social Media Strategy

### Increased Emphasis on Trip Advisor

- Integration with NovaScotia.com
  - In Summer 2011, operators will be able to link to their Trip Advisor content within their operator listing (optional).
  - We are considering adding the ability of bringing Trip Advisor ratings directly into operator listings.
    - Thoughts?

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# Trip Advisor Integration

**Absolutely Sterns Mansion B&B**

17 Tulip St, Dartmouth  
Dartmouth, Halifax Metro  
Bed and Breakfast

Phone: 902-465-7414  
Fax: 902-466-2152  
Toll free: 800-565-3885  
Email: sterns@star.ca

OVERVIEW MAPS & DIRECTIONS REVIEWS

tripadvisor logo

Traveller Rating: Based on 23 reviews

What to Expect:  
 Rooms  
 Service  
 Value  
 Cleanliness

Recommended for:  
 Older travelers  
 Young singles  
 Families with teenagers  
 Families with young children  
 An amazing honeymoon

Latest 5 reviews of Hilton London Hyde Park [Expand all reviews](#)

**Sat Oct 09**  
by DidiH000  
Spacious, friendly a bit worn  
We had a comfortable stay at the Hilton. We were in a room fitted for disabled person. Room 104 was spacious and my 80 year old mother found the bathroom safe and comfortable. The staff were very...  
[Read full review](#)

**Thu Oct 07**  
by Bacy/hert\_Australia  
Just an ordinary Hotel  
The good thing about this hotel was it's location, next door to Queensway tube station. We were disappointed in our room, we booked a twin as that was all we available, our son luckily booked a...  
[Read full review](#)

Check Availability Add to Planner

Absolutely Sterns Mansion B&B

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# 2011 Social Media Strategy NovaScotia.com Social Media

Latest Features

Attractions

Maps & Directions [Research Your Roots](#) [Travel Packages](#)

Chat Live Sign Up [Travel Guide](#)

Find Us

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# Facebook

www.facebook.com/novascotia

- 16,472 + fans

### Opportunity:

- We need events/videos/photos etc. to talk about with our fans – tell us what is going on in your region!
- Contribute to the content or be the conversation starter!



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# Twitter

- 3,059+ followers
- Letting the world know how great Nova Scotia is... in 140 characters or less.

### Opportunity:

- Have something to promote or giveaway? Let us know and we can tweet/re-tweet it!



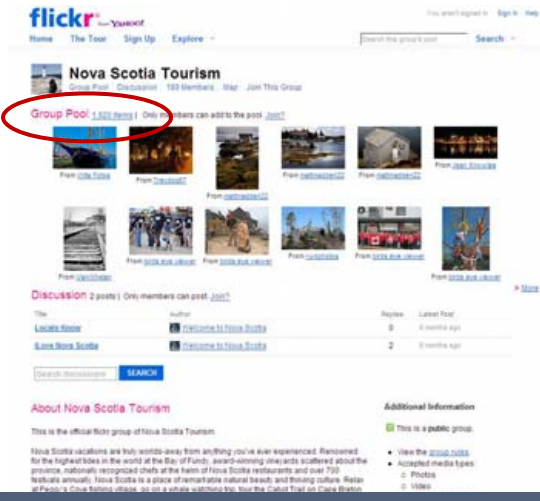
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## Flickr

- 5,155+ items added

**Opportunity:**

- Join our Flickr Group and contribute photos from around the province.
- Possible integration into photo albums in upcoming Regional sections and on Social Media channels



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## YouTube

- 21,257+ channel views
- 203,806+ video views

**Opportunity:**

- Have a great YouTube video that reflects a core experience? Let us know!
- Have a YouTube video/channel for your tourism business? Link it to your operator listing on NovaScotia.com!



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## Social Media

### How you can participate

Join the conversation!

- Join our networks, post comments, share photos and videos, tweet, blog, etc.
  - Flickr: <http://www.flickr.com/groups/novascotiatourism>
  - Facebook: <http://www.facebook.com/NovaScotiaTourism>
  - YouTube: <http://www.youtube.com/user/NovaScotiaTourism>
  - Twitter: <http://twitter.com/VisitNovaScotia>
  - Blogs: <http://novascotiablogs.com>
- Send us your information and we can promote it on your behalf (deals, contests, special events, etc.)

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## Why offer Travel Packages & Deals?

- ✓ Offers consumers convenience, additional travel options and activity ideas;
- ✓ The potential to increase room nights and time spent in your region;
- ✓ Packages receive a large push on NovaScotia.com, through monthly email campaigns and social media channels;



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## Travel Packages

- 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 offer a discount to the client and/or offer something that they can't purchase individually.

### The Tide's Always Inn

#### A "Whale" of a time on the Bay of Fundy

Come and experience the Bay of Fundy on land and sea! Enjoy a two night's stay at the Tide's Always Inn and enjoy a three hour whale watching tour on the Bay of Fundy.

**Package includes:** two night accommodation for two; full, hot breakfast each morning; three hour whale watching tour;

**Valid:** June 1, 2011 – October 4, 2011

**Price:** \$249 per couple + HST ; Subject to conditions.

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## Travel Deals

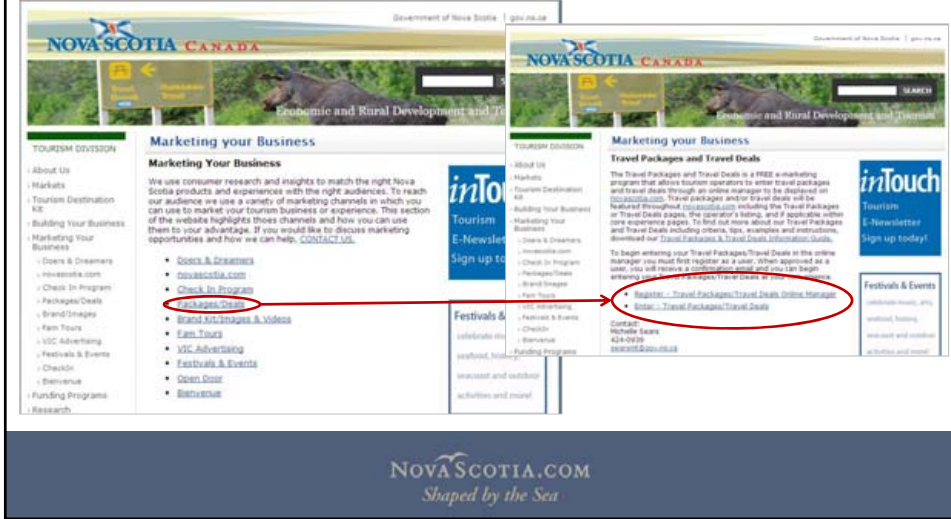
- What is a Travel Deal?
  - A travel deal provides an incentive for a visitor, such as:
    - Stay two nights and get the third night free!
    - Free dessert with purchase of an entrée
    - 10% off your purchase



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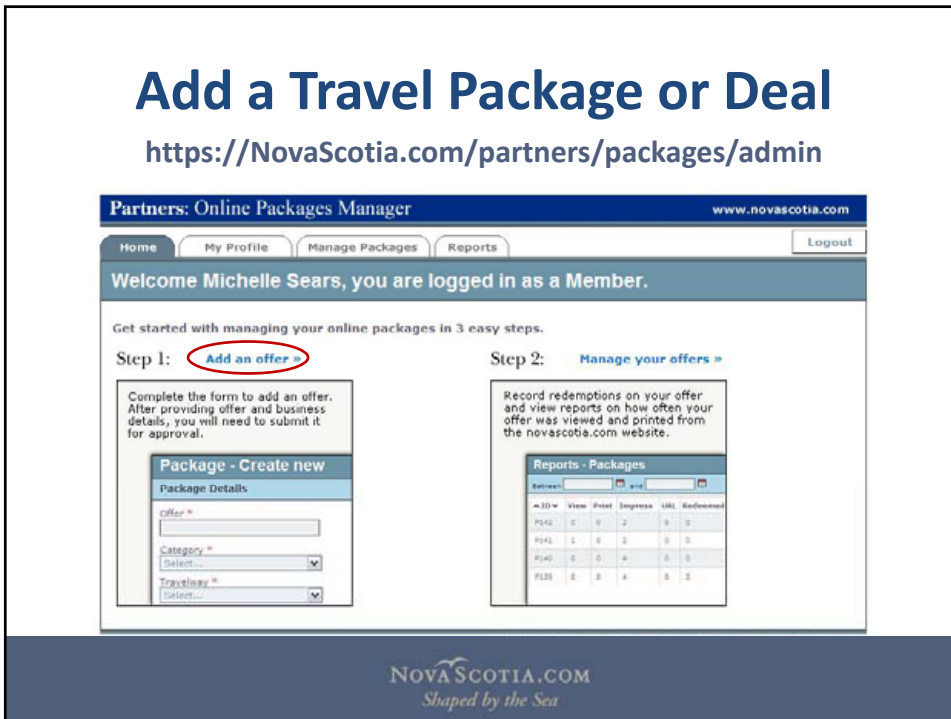
# Add a Travel Package or Deal

[www.NovaScotia.com/partners](http://www.NovaScotia.com/partners)



# Add a Travel Package or Deal

<https://NovaScotia.com/partners/packages/admin>



## Add a Travel Package or Deal

**Package/Deal name**

**Categories**

**Start & end dates, website display date and duration (choose closest timeframe)**

**Affiliations**

**Type: deal or package**

**Related categories**

**Package description (1000 characters)**

**Package conditions**

**Package summary**

Partners: Online Packages Manager  
www.novascotia.com  
Package - Create new  
Title of Package/Deal\*  
Category\*  
Valid start date\*  
Valid end date\*  
Website display start date\*  
Duration\*  
Affiliation\*  
Package/Deal Summary\*  
Type\*  
Related (Maximum of 2 choices)  
Description\*  
Conditions\*  
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## Add a Travel Package or Deal

**Your business details, including website and email.**

**Include an image in your listing**

Business Details  
Business name\*  
City\*  
Postal Code\*  
Phone\*  
Toll-free phone  
Website  
Logo/image  
Address\*  
Province\*  
Region\*  
Fax  
Email  
View Choose...  
OK Preview Cancel  
Support: (902) 424-0939 | Privacy Policy | packages@gov.ns.ca  
NOVA SCOTIA.COM  
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# Completed Travel Package/Deal

Home > Plan Your Trip > Travel Packages > Kissed By Chocolate & Guilty Getaway

## Kissed By Chocolate: A Guilty Getaway

ABC Cottage  
Queen Street  
Chester, South Shore  
Cuisine: Accommodation/Campground

Phone: 902-277-5555  
Web: www.abcottage.ca



Ever wonder what it's like to learn the art of chocolate making from a real french master? Now you can with Master Baker Didier Julien.

Delight your inner Julia Child as Didier tells about his days as a young apprentice in France. Discover the art of transforming cream and cocoa into delicate Belgian muffins - hand rolled by you! It's the perfect dessert to a lunch featuring the artisanal breads Didier bakes up fresh in the wee hours of every morning, and his cafe's famous seafood chowder filled with fresh Nova Scotian scallops and lobster.

Afterwards, stroll the waterfront and stop into ABC Gallery to use your \$10 gift certificate toward a hand-made original dish - ideal for displaying your chocolate! A glass of Nova Scotia's finest wine awaits you on our veranda - kick back and toast the setting sun over Chester harbour while you reflect on a truly decadent day.

Book your package including lunch, chocolate lesson, overnight accommodation, local/organic breakfast with fair trade coffee, \$10 gift certificate and bottle of wine for \$210 per person.

Coupon code: PS141  
Affiliations: Check in  
Valid: September 1, 2010-November 30, 2010

Guests will be required to submit a \$99 deposit to secure package. Deposit will be non-refundable if cancellation occurs within three days (72 hours) of the scheduled package.

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Discover Nova Scotia Getting Here Dr Around Plan Your Trip Accommodations Things to See & Do Blogs, Forums & Contests

Home > Accommodations > White Point Beach Resort

## White Point Beach Resort

White Point Beach, NS, B0T 1G2  
White Point, South Shore  
Resort

Contact: Danny Munton  
Phone: 902-354-2711  
Fax: 902-354-2722  
E-mail: dnm@whitepointresort.com  
Web: www.whitepointresort.com

PACKAGES & DEALS

Easter @ White Point 2 family nights from \$229.95  
White Point, South Shore  
Easter @ White Point 2 family nights from \$229.95 plus tax  
Valid: March 11, 2011 - April 26, 2011  
[View details >](#)

Swing into Spring at White Point Beach Resort  
White Point, South Shore  
May 12 Tee 1 Golf at White Point Golf Club  
Valid: April 5, 2011 - April 29, 2011  
[View details >](#)

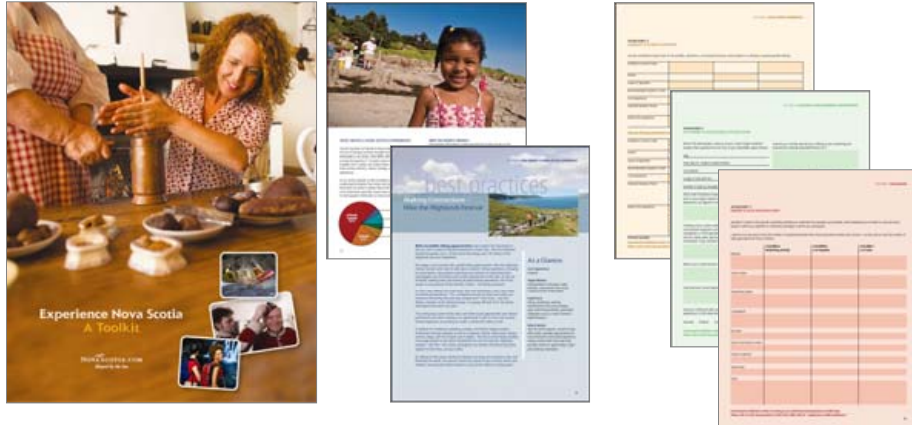
Wines for Wishes Weekend - May 27/11  
White Point, South Shore  
Wines for Wishes Weekend 1 night from \$139.95 ppds plus tax/grat  
Summer Wine Tastings, 4 course NS Dinner, accommodations + grilling a week!  
Valid: May 7, 2011 - May 8, 2011  
[View details >](#)

Spring Beach Breaks at White Point  
White Point, South Shore  
Enjoy Beach Breaks from \$100/night plus tax.  
Valid: March 11, 2011 - May 20, 2011  
[View details >](#)

Yoga & Meditation Retreat @ White Point, May 25-29

# Experience Toolkit

<http://www.gov.ns.ca/econ/tourism/building-business/guides>

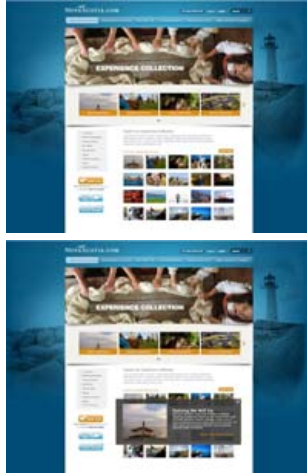


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## What's Next?

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## Experiences on NovaScotia.com



Updates regarding the launch of Experience pages and online form will be communicated in the monthly Tourism industry newsletter, inTouch.

### Projected launch dates:

Experience pages - July 2011

Experience form - May 2011

### inTouch

<http://www.gov.ns.ca/econ/tourism/intouch>

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## Mobile

- Average daily number of visitors to NovaScotia.com from a mobile device in 2009 compared to 2010 has increased by 300%.
- Jan. 1 to Oct. 31, 2010 – over 27,000 mobile visitors

- NovaScotia.com is now optimized for mobile devices
- Designing a mobile website – a paired down version of NovaScotia.com



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## NovaScotia.com

### Wrap-up

- ✓ Marketable Experiences
  - ✓ What is an 'Experience'?
  - ✓ What is Experiential Tourism?
  - ✓ Marketing Experiences on NovaScotia.com
- ✓ NovaScotia.com
  - ✓ Ways to improve your Operator listings
  - ✓ Travel Packages & Deals
  - ✓ What's next?

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## Questions?

### Michelle Sears

Database Marketing Assistant

[searsmt@gov.ns.ca](mailto:searsmt@gov.ns.ca)

T: (902) 424-0939

### Cynthia Bragg

Digital Community Liaison

[cynthia@colour.ca](mailto:cynthia@colour.ca)

T: (902) 722-3142

### Tanya Johnson

Internet Marketing Officer

[macleotl@gov.ns.ca](mailto:macleotl@gov.ns.ca)

T: (902) 424-2682

### Tourism Development

[tourismdevelopment@gov.ns.ca](mailto:tourismdevelopment@gov.ns.ca)

T: (902) 424-3908

## inTouch Tourism Industry Newsletter

<http://www.gov.ns.ca/econ/tourism/intouch>

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