

## 2009 Tourism Partnerships and Programs



NOVA SCOTIA.COM

NOVA SCOTIA  
Tourism, Culture and Heritage

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## 2009 Tourism Partnerships and Programs

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### 2009 Tourism Partnerships & Programs Guidelines

- All costs are quoted in Canadian dollars unless otherwise specified
- Costs may be subject to change
- HST may not be included in the pricing for all opportunities
- Costs for the production of advertising material is not included
- All programs will require mandatory tracking and reporting of the results by the operator
- Advertising content and claims are subject to review and approval by the Department of Tourism, Culture and Heritage – Tourism Division. Prior to submitting film, ad layout will need to be provided for approval
- Each advertising order is subject to review
- No liability is assumed by Colour, the Province of Nova Scotia or media for any claims made
- Advertising specifications for each program will be provided once we have received your booking
- All programs and partnership opportunities are subject to cancellation at any time
- Please see individual program/partnerships for booking and payment details

## Web

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Vacation planners use the web as their top source for travel information. Last year, novascotia.com recorded more than three million visits, so don't miss your chance to leverage these web marketing opportunities. Space is not limited, but criteria do apply.

### Free Opportunities

As a Nova Scotia tourism operator, you can feature your accommodations, attractions, festivals and events, fine arts and crafts, music, outdoor activities, theatre or touring listings on novascotia.com at no cost.

Upon registration, you can also take full advantage of these free novascotia.com marketing tools to spruce up your basic listing:

**Area overview** – Suggest three locations or experiences that are near your accommodations, attractions or outdoors listing. We'll add this information to your listing's Details tab.

**Expanded features** – Provide additional listing features and amenities information, based on our checklist of options. We'll add this information to your listing's Details tab.

**PDF brochure** – Submit a PDF brochure for download within your accommodations, attractions, outdoors or touring listing.

**Photo gallery** – Submit up to seven photos for each of your listings. Each photo may be accompanied with a short caption (nine words maximum) describing the photo. Captions may be edited.

**Tour start location** – Submit a list of community names where visitors can begin your tour. We'll add this information to your listing's Details tab.

**NEW! 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.

**NEW! Doers' & 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.

### Paid Opportunities

For \$599 annually, you will also have access to this entire package of premium novascotia.com marketing tools:

**Banner/text advertising** – We'll promote a banner ad or text link 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. Additional banner ads are \$175 per month and additional text ads are \$75 per month.*

**Packages** – Feature your vacation value package in the packages section on novascotia.com. We'll also link to your package from your listing. Criteria apply.

**NEW! E-mail** – Opt into our e-mail campaign and we'll feature your listing in one of our monthly customer e-mails.

**NEW! Homepage experience lures** – Opt into 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.

**NEW! Itineraries** – Send us sample itineraries of things to see and do within your community and region which will be included with your listing. Your sample itineraries will also be displayed in a new sample itineraries section on novascotia.com with a link to your listing.

**NEW! RSS Feed** – Opt into our new packages feed, and gain exposure on other online marketing websites, such as news and travel sites.

**NEW! Video** – Send us a link to your YouTube video and we'll embed it into your listing page.

**Contact:** Sadie Thomas-Frye  
(902) 424-3282  
festivals@gov.ns.ca  
(online festival and events inquiries)

**Contact:** Laura Patrick  
(902) 424-0939  
patricll@gov.ns.ca (other listing inquiries)

**NEW! Social Media Program** – The 2009 plan includes a greater emphasis on social media to increase Nova Scotia's share in the global online travel conversation. This will include:

Presence on popular social networking sites, such as Facebook and YouTube

Promoting niche products and experiences on blogs hosted on novascotia.com

Packaging stories with print, audio and video content for distribution through traditional and social media channels

Opportunity for operators to submit user-generated content and to write guest blogs

The program is expected to be available in the spring of 2009. Training sessions will be provided in each travel region. Watch Facts Flash for more details.

**Cost:** No charge

**Contact:** Jazmine Hayden  
(902) 424-2682  
haydenjr@gov.ns.ca

## Advertising

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### Regional Advertising Campaign (Winter, Summer, Fall 2009)

Nova Scotia's Maritime campaign will include partnership opportunities for all tourism operators, from accommodations and festival organizers to tourism retailers and adventure operators. In 2009, our popular newspaper inserts will return with an affordable advertising opportunity. Circulation includes all Maritime daily newspapers (approximately 300,000) plus distribution through visitor information centres, inquiries and promotions in our key markets.

Watch for new and affordable partnership opportunities that will help extend your marketing dollars and leverage our Nova Scotia tourism brand in the region.

**Who should participate:** Any operator who offers a packaged experience.

**Contact:** Michelle Lassaline  
(902) 424-4045  
lassalms@gov.ns.ca

### Brand Kit

This online guide will help operators who use the Nova Scotia tourism brand to ensure effective and consistent application across all communications.

Click here to download or visit [www.novascotia.com/partners](http://www.novascotia.com/partners).

**Contact:** Nancy MacIsaac  
**Phone:** (902) 424-4678  
**e-mail:** macisana@gov.ns.ca

**NEW! Visitor Information Centres – Large-Screen Programming** – Enhancements to the provincial visitor information centres in 2009 will include the installation of digital flat-screen technology. The screens will provide up-to-date information on festivals and events, must-see attractions and other visitor information. There will be opportunities for operators to advertise their product or experience to visitors. Watch Facts Flash for more details.

**Cost:** To be determined  
**Contact:** Peter Johnson  
(902) 424-2788  
johnsp@gov.ns.ca

## Travel Trade

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[Nova Scotia Tourism, Culture and Heritage](#) attends a number of travel trade shows, many of which provide opportunities for industry members to promote their products. The following shows are confirmed as of Dec. 1, 2008.

Please note: Programs and costs vary and are subject to change. All costs are in Canadian dollars unless otherwise specified.

Watch Facts Flash for more information and additional opportunities for travel shows in the Canadian, U.S. and European markets.

<b>Event:</b>	<a href="#">American Bus Marketplace (ABA)</a>
<b>Dates:</b>	Jan. 7-12, 2009
<b>Location:</b>	Charlotte, North Carolina
<b>Description:</b>	North American tour operators (predominantly U.S.) meet in one-on-one pre-scheduled appointments.
<b>Who should attend:</b>	Attractions/events, accommodations, receptive tour operators, destination marketing organizations. Association membership is required to attend.
<b>Cost:</b>	Registration fee approx. \$1,500. Accommodation and travel costs extra.
<b>Contact:</b>	Michele Bourgeois (902) 424-5037 mbourgeo@gov.ns.ca

<b>Event:</b>	<a href="#">Mid-Atlantic Workshop and Travel Seminar</a>
<b>Dates:</b>	Feb. 5-8, 2009
<b>Location:</b>	Reykjavik, Iceland
<b>Description:</b>	Icelandair's annual trade event brings together suppliers and buyers from North America and Europe, including more than 100 European tour operators and travel agents. Participation includes a Nova Scotia destination presentation to European buyers, followed by a trade show and several networking opportunities. In partnership with Destination Halifax and participating industry, Nova Scotia will sponsor the closing event at The Blue Lagoon.
<b>Who should attend:</b>	Attractions/events, accommodations, activity operators, destination marketing organizations, receptive tour operators, transportation providers.
<b>Cost:</b>	Registration fee approx. \$1,000, including some travel costs. Blue Lagoon partnership cost, approx. \$750 per partner organization (\$250 per additional person).
<b>Contact:</b>	Kim Jardine (902) 424-1787 jardinkr@gov.ns.ca

<b>Event:</b>	<a href="#">International Tourism Bourse (ITB)</a>
<b>Dates:</b>	Mar. 11-15, 2009
<b>Location:</b>	Berlin, Germany
<b>Description:</b>	One of the world's leading travel fairs, this event provides an opportunity to meet with tour operators, travel agents, meeting and incentive travel planners and travel media. Nova Scotia's participation is in partnership with the Atlantic Canada Tourism Partnership and the Canadian Tourism Commission.
<b>Who should attend:</b>	Attractions/events, accommodations, activity operators, destination marketing organizations, receptive tour operators, transportation providers.
<b>Cost:</b>	Booth registration costs vary. Registration costs start at approx. \$6,000, plus VAT. Accommodation and travel costs extra.
<b>Contact:</b>	Kim Jardine (902) 424-1787 jardinkr@gov.ns.ca

<b>Event:</b>	<a href="#">Spotlight Canada Marketplace</a>
<b>Dates:</b>	Mar. 16-18, 2009
<b>Location:</b>	London, United Kingdom
<b>Description:</b>	This event is the Canadian Tourism Commission's premier travel trade marketplace in the United Kingdom. Tour operators, meeting planners and travel media, primarily from the United Kingdom, meet in one-on-one pre-scheduled appointments. Nova Scotia's participation is in partnership with Atlantic Canada Tourism Partnership and the Canadian Tourism Commission.
<b>Who should attend:</b>	Attractions/events, accommodations, activity operators, destination marketing organizations, receptive tour operators.
<b>Cost:</b>	Registration fee approx. \$4,000, plus VAT. Accommodation and travel costs extra.
<b>Contact:</b>	Kim Jardine (902) 424-1787 jardinkr@gov.ns.ca

<b>Event:</b>	<a href="#">Seatrade Miami</a>
<b>Dates:</b>	Mar. 16-19, 2009
<b>Location:</b>	Miami Beach, Florida
<b>Description:</b>	Seatrade is North America's largest cruise industry convention.
<b>Who should attend:</b>	Ports of call, shore excursion providers, destination marketing organizations.
<b>Cost:</b>	Delegate registration fee \$995 U.S. Exhibitor registration fee covered with membership in Atlantic Canada Cruise Association and allows participants to conduct business at the exhibitor booth. Accommodation and travel costs extra.
<b>Contact:</b>	Linda Murphy (902) 424-2680 lmurphy@gov.ns.ca

<b>Event:</b>	<a href="#">Rendez-vous Canada</a>
<b>Dates:</b>	May 9-13, 2009
<b>Location:</b>	Calgary, Alberta
<b>Description:</b>	International tour operators meet in one-on-one pre-scheduled appointments. Sellers must be nominated for invitation to attend.
<b>Who should attend:</b>	Attractions/events, accommodations, receptive tour operators with export-ready travel product for sale to international markets, destination marketing organizations.
<b>Cost:</b>	Registration fee approx. \$1,975. Accommodation and travel costs extra.
<b>Contact:</b>	Michele Bourgeois (902) 424-5037 mbourgeo@gov.ns.ca

<b>Event:</b>	Bienvenue Québec Trade Show and Marketplace (QBOA)
<b>Dates:</b>	Oct. 26-28, 2009
<b>Location:</b>	Quebec City, Quebec
<b>Description:</b>	Motorcoach tour operators from Canada (primarily Québec) and United States meet in one-on-one appointments. Association membership is required to attend.
<b>Who should attend:</b>	Attractions/events accommodations, receptive tour operators, destination marketing organizations.
<b>Cost:</b>	Registration fee approx. \$1,250. Accommodation and travel costs extra.
<b>Contact:</b>	Linda Murphy (902) 424-2680 lmurphy@gov.ns.ca

<b>Event:</b>	<a href="#">Ontario Motorcoach Association Annual Convention</a> (OMCA)
<b>Dates:</b>	Nov. 8-11, 2009
<b>Location:</b>	London, Ontario
<b>Description:</b>	North American tour operators (primarily from Ontario) meet in one-on-one pre-scheduled appointments. Association membership is required to attend.
<b>Who should attend:</b>	Attractions/events, accommodations, receptive tour operators, destination marketing organizations.
<b>Cost:</b>	Registration fee approx. \$1,000. Accommodation and travel costs extra.
<b>Contact:</b>	Michele Bourgeois (902)424-5037 mbourgeo@gov.ns.ca

<b>Event:</b>	World Travel Market (WTM)
<b>Dates:</b>	Nov. 9-12, 2009
<b>Location:</b>	London, United Kingdom
<b>Description:</b>	A four-day travel industry event, WTM is a business-to-business exhibition presenting a diverse range of destinations and industry sectors to the United Kingdom and international travel professionals, including tour operators, meeting planners and media. In 2007, there were approximately 25,000 trade visitors. Nova Scotia participates in partnership with ACTP on the Canada Stand.
<b>Who should attend:</b>	Attractions/events, accommodations, activity operators, destination marketing organizations, receptive tour operators, transportation providers.
<b>Cost:</b>	Booth costs vary. Registration costs start at approx. \$6,000, plus VAT. Accommodation and travel costs extra.
<b>Contact:</b>	Kim Jardine (902) 424-1787 jardinkr@gov.ns.ca

<b>Event:</b>	National Tour Association (NTA) Annual Convention
<b>Dates:</b>	Nov. 14-18, 2009
<b>Location:</b>	Reno, Nevada
<b>Description:</b>	North American tour operators meet in one-on-one pre-scheduled appointments. Association membership is required to attend.
<b>Who should attend:</b>	Attractions/events, accommodations, receptive tour operators, destination marketing organizations.
<b>Cost:</b>	Registration fee approx. \$1,500. Accommodation and travel costs extra.
<b>Contact:</b>	Michele Bourgeois (902) 424-5037 mbourgeo@gov.ns.ca

## Upcoming Travel Trade Shows (2010 and Beyond)

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Dates	Travel Show	Location
<b>2010</b>		
Jan. 15-19	American Bus Association (ABA)	National Harbor, Maryland. (Capital Region)
May 8-12	Rendez-vous Canada	Winnipeg, Manitoba
Oct. 28-Nov. 3	Ontario Motorcoach Association (OMCA)	Niagara Falls, Ontario
Nov. 13-17	National Tour Association (NTA)	Montreal, Quebec
<b>2011</b>		
Jan. 9-13	American Bus Association (ABA)	Philadelphia, Pennsylvania
Nov. 5-9	Ontario Motorcoach Association (OMCA)	Windsor, Ontario
Dec. 5-9	National Tour Association (NTA)	Las Vegas, Nevada
<b>2012</b>		
Jan. 7-12	American Bus Association (ABA)	Grapevine, Texas

## Consumer Shows

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[Nova Scotia Tourism, Culture and Heritage](#) attends a number of consumer shows, many of which provide opportunities for industry members to promote their products. The following shows are confirmed as of Dec. 1, 2008.

Watch Facts Flash for more information and additional opportunities for consumer shows in the Canadian, U.S. and European markets.

Please note: Programs and costs vary and are subject to change. All costs are in Canadian dollars unless otherwise specified.

### Regional Market (Maritimes)

<b>Event:</b>	<a href="#">Atlantic Motorcycle &amp; ATV Show</a>
<b>Dates:</b>	Feb. 13-15, 2009
<b>Location:</b>	Moncton, New Brunswick
<b>Description:</b>	Some 15,000 motorcycle enthusiasts attended in 2008 and organizers are preparing for a larger show. A perfect opportunity to promote your business to the growing motorcycle market here in the region.
<b>Who should attend:</b>	Attractions/events, accommodations, receptive tour operators, destination marketing organizations.
<b>Cost:</b>	Registration fee approx. \$800. Accommodation and travel costs extra.
<b>Contact:</b>	Doug Matthews (902) 424-3942 matthews@gov.ns.ca

<b>Event:</b>	<a href="#">Saltscapes East Coast Expo</a>
<b>Dates:</b>	Apr. 24-26, 2009
<b>Location:</b>	Halifax, Nova Scotia
<b>Description:</b>	Now in its fifth year, the expo features 300 unique exhibitors. It's a popular, fast-growing consumer show targeted at the Atlantic Canadian audience served by Saltscapes magazine.
<b>Who should attend:</b>	Attractions/events, accommodations, receptive tour operators, destination marketing organizations.
<b>Cost:</b>	Registration fee approx. \$1,000. Accommodation and travel costs extra.
<b>Contact:</b>	Doug Matthews (902) 424-3942 matthews@gov.ns.ca  April Hannah (902) 424-6172 hannaham@gov.ns.ca Or your regional tourism industry association

## Ontario

**Event:** [North America International Motorcycle Show](#)

**Dates:** Jan. 2-4, 2009

**Location:** Toronto, Ontario

**Description:** The largest show of its kind in North America, this show is a perfect opportunity to showcase products and services to this fast-growing market.

**Who should attend:** Attractions/events, accommodations, receptive tour operators, destination marketing organizations.

**Cost:** Registration fee approx. \$1,400. Accommodation and travel costs extra.

**Contact:** Doug Matthews  
(902) 424-3942  
matthews@gov.ns.ca

**Event:** [Toronto's Ultimate Travel Show](#)

**Dates:** Mar. 27-29, 2009

**Location:** Toronto, Ontario

**Description:** This event has long been known for its entertaining and informative presentation of premier travel destinations, providers, hotels and resorts, and retailers under one roof. It's an effective way for Nova Scotia to reach both the travel trade industry and consumers in the Toronto area and throughout Ontario.

**Who should attend:** Attractions/events, accommodations, receptive tour operators, destination marketing organizations.

**Cost:** Registration fee approx. \$1,600. Accommodation and travel costs extra.

**Contact:** Doug Matthews  
(902) 424-3942  
matthews@gov.ns.ca

**Event:** [Ottawa Travel & Vacation Show](#)

**Dates:** Apr. 4-5, 2009

**Location:** Ottawa, Ontario

**Description:** The travelling consumer in Ottawa visits this show for ideas from weekend jaunts to international destinations. This is an ideal place to showcase the wonderful products that Nova Scotia has to offer and stimulate the imagination of travellers in this important market.

**Who should attend:** Attractions/events, accommodations, receptive tour operators, destination marketing organizations.

**Cost:** Registration fee approx. \$1,230. Accommodation and travel costs extra.

**Contact:** Doug Matthews  
(902) 424-3942  
matthews@gov.ns.ca

## Western Canada

**Event:** [Calgary Outdoor Adventure & Travel Show](#)

**Dates:** Mar. 28-29, 2009 (Show space sold out)

**Location:** Calgary, Alberta

**Description:** This show targets active, passionate outdoor enthusiasts who are looking for the unique beauty and incomparable hospitality that Nova Scotia has to offer.

**Contact:** Doug Matthews  
(902) 424-3942  
matthews@gov.ns.ca

## United States

**Event:** AAA Travel Marketplace

**Dates:** Mar. 6-8, 2009

**Location:** Foxborough, Massachusetts

**Description:** Annual consumer travel show presented by AAA Southern New England.

**Who should attend:** CAA/AAA Preferred Supplier. Accommodations, attractions/events, destination marketing organizations.

**Cost:** Registration fee \$850. Accommodation and travel costs extra.

**Contact:** Michele Bourgeois  
(902) 424-5037  
mbourgeo@gov.ns.ca

## Europe

**Event:** [Destinations: The Holiday and Travel Show](#)

**Dates:** February 2010  
(to be confirmed)

**Location:** London, United Kingdom

**Description:** Plan early to take part in one of the United Kingdom's largest consumer travel shows. The Destinations show attracts more than 35,000 consumers, mainly from London and the southeastern region. Partner space in the Nova Scotia exhibition area is limited.

**Who should attend:** Attractions/events, accommodations, activity operators, destination marketing organizations.

**Cost:** Partnership cost approx. \$2,500. Accommodation and travel costs extra.

**Contact:** Kim Jardine  
(902) 424-1787  
jardinkr@gov.ns.ca

## Meetings and Conventions

[Destination Halifax](#) is the destination marketing organization for the Halifax Regional Municipality and fulfils the role of meetings and conventions sales in markets outside of Atlantic Canada on behalf of Nova Scotia Tourism, Culture and Heritage.

The following partnership opportunities are presented for members of Destination Halifax, and specifically those companies that have identified their interests in securing new business through the Destination Halifax Meetings and Conventions Cluster:

Dates	Event	Location
Jan. 22, 2009	Toronto Winter Promotions	Toronto, Ontario
Feb. 12, 2009	Tête-à-Tête Tradeshow	Ottawa, Ontario
Feb. 26, 2009	Destinations Showcase – Washington, District of Columbia	Washington, District of Columbia
Mar. 9-13, 2009	Ottawa Sales Mission/MPI Lunch Sponsor	Ottawa, Ontario
Apr. 13-17, 2009	Toronto Sales Mission/MPI NMID	Toronto, Ontario
Apr. 16, 2009	ASAE Springtime Expo	Washington, District of Columbia
May 14, 2009	Ottawa Client Promotion	Ottawa, Ontario
June 2009	Chicago Sales Mission/Showcase Canada	Chicago, Illinois
Jun. 19 -22, 2009	Destinations Showcase – Halifax (A familiarization trip of meetings & conventions, and tour & travel clients open to Cluster Members of Destination Halifax)	Halifax, Nova Scotia
Jun. 28, 2009	Destinations Showcase – Chicago, Illinois	Chicago, Illinois
Aug. 15-18, 2009	ASAE Annual Conference	Toronto, Ontario
Aug. 25-26, 2009	Incentive Works Tradeshow	Toronto, Ontario
September 2009	Salon Affaires de Montreal	Montreal, Quebec
October 2009	Washington, District of Columbia, Sales Mission	Washington, District of Columbia
Nov. 25-27, 2009	CSAE National Conference & Showcase	Toronto, Ontario
December 2009	Chicagoland’s Holiday Showcase	Chicago, Illinois

**Contact:** Brenda Peet, Programs Manager, Destination Halifax  
 (902) 429-4687  
 bpeet@destinationhalifax.com

# Product Knowledge and Fam Tours

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## Travel Trade Fams

Assist in educating travel agents, reservation agents, tour operators, wholesalers and group leaders to be a highly effective sales force for Nova Scotia products by allowing them to experience them first-hand. Build knowledge and enthusiasm for your product in this important distribution channel. Involvement will enhance awareness and promote your business throughout North America and Europe.

**Who can participate:** Accommodations must have full private bath and provide complimentary or reduced rates. Must be willing to direct bill/ invoice. Businesses will be contacted depending on origin and/or special interests of the group.

**Timing:** Year round

**Cost:** In-kind contribution of your product and/or service

**Contact:** Cindy Wade  
(902) 424-4676  
cwade@gov.ns.ca

## Travel Media Fams

This program promotes Nova Scotia's tourism products through television and film, radio, newspaper and magazine writers, photojournalists and editors of niche publications. Media familiarization tours, or fams, last from several days to two weeks and may involve individuals or small groups. Your involvement will enhance awareness and expose your business to media outlets worldwide.

**Who can participate:** Accommodations must have full private bath. You must provide complimentary or reduced rates and be willing to direct bill/invoice.

**Timing:** Year round

**Cost:** In-kind contribution of your product and/or service

**Contact:** Randy Brooks  
(902) 424-4171  
rbrooks@gov.ns.ca

## Travel Counsellor Fams

Experiencing your product first-hand greatly increases travel counsellors' knowledge of your area and your product, allowing them to transfer this information to our visitors. Each spring, travel counsellors in provincially and 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. [Click here or visit www.gov.ns.ca/tch/tourism\\_programs.asp](http://www.gov.ns.ca/tch/tourism_programs.asp) for more information.

**Timing:** May-June

**Cost:** Complimentary or reduced costs

**Contact:** Peter Johnson  
(902) 424-2788  
johnsp@gov.ns.ca

## Open-Door Program

Promote your product to tourism staff who can in turn sell it to the visitor. Participating operators offer some form of discount or added value. Front-line staff, including travel counsellors with visitor information centres and Check In staff, must present their card to qualify for the discount or added value. Click here or visit [www.gov.ns.ca/tch/tourism\\_programs.asp](http://www.gov.ns.ca/tch/tourism_programs.asp) for more information.

**Timing:** Year round or at operator's discretion

**Cost:** Determined by the operator who can offer reduced rates or waive admission fees, for example; offers should be based on availability and operators may set criteria

**Contact:** Peter Johnson  
(902) 424-2788  
johnsp@gov.ns.ca

# Provincial Travel Guides

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## 2010 Doers' and Dreamers' Travel Guide

This guide is Nova Scotia's signature travel information piece. The 380-page guide will be distributed to more than 350,000 potential visitors and their families in response to advertising campaigns, at travel shows and through visitor information centres and travel agents. If you advertise in the Doers' and Dreamers', your ad will also be featured on your novascotia.com listing.

**Deadlines:** Book by Aug. 1, 2009  
materials by Sept. 15, 2009

**Cost:** Rate card available in June

**Contact:** Nancy Burgess-Graham  
(902) 424-4990  
burgesn@gov.ns.ca

## 2010 Du rêve à l'aventure

The French-language version of the Doers' and Dreamers' guide is a 310-page complete trip planner.

The guide fulfills French-language requests from Québec, New Brunswick, Nova Scotia and elsewhere. The print run is 55,000 copies.

**Deadlines:** Book by Aug. 1,  
materials by Sept. 15, 2009

**Cost:** Rate card available in June

**Contact:** Nancy Burgess-Graham  
(902) 424-4990,  
burgesn@gov.ns.ca

## 2009 Festivals & Events Guide

This guide enhances the marketing efforts of the wide range of festivals and events throughout the province. A run of 100,000 copies will be distributed in response to regional advertising campaigns, consumer shows and through visitor information centres and travel agents. The guide will also be available for download on novascotia.com.

**Deadlines:** Book by Jan. 1, 2009  
materials by Jan. 31, 2009

**Contact:** Sadie Thomas-Frye,  
(902) 424-3282  
frysa@gov.ns.ca

# Funding Programs

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## Tour Operator Partnership Program

This program provides opportunities to partner in the marketing of packaged products in Nova Scotia's key markets. The program is available to tour operators based on submitted proposals only. Funding levels vary.

**Timing:** Proposals accepted throughout the year

**Contact:** Cindy Wade  
(902) 424-4676  
cwade@gov.ns.ca

## Tourism Marketing Opportunities Program

This program provides funding to promote initiatives that clearly link to provincial tourism priorities. The overall goal is to increase the number of out-of-province visitors and grow tourism revenues. There are two streams – *Tourism Marketing Assistance and Festivals and Events Assistance*. Click here or [visit www.gov.ns.ca/dtc/tourism\\_funding.asp](http://www.gov.ns.ca/dtc/tourism_funding.asp) for more information.

**Deadline:** Mar. 20, 2009 (subject to change)

**Contact:** your regional tourism industry association or  
Sadie Thomas-Frye  
(902) 424-3282  
frysa@gov.ns.ca

## Tourism Development Investment Program

This program provides financial assistance to help develop and enhance tourism attractions, sites and experiences that are market-driven and embrace Nova Scotia's brand. There are two streams – *Destination Development and Industry Development*;

**Destination Development** – provides cost-sharing assistance to develop and enhance the quality of specific products such as culinary and wine, music, theatre, cultural heritage and seacoast experiences.

**Deadlines:** Mar. 20, 2009 and Sept. 4, 2009 (subject to change) **Cost:** Up to a maximum of 50 percent of eligible costs

**Industry Development** – provides cost-sharing assistance to enhance the quality of tourism services, businesses and products through market-readiness initiatives, such as study tours and best-practice missions, seminars, workshops, conferences, mentoring, mystery shop assessments and strategic community tourism planning.

**Deadline:** None

**Cost:** Up to a maximum of 75 percent of eligible costs

**Who can participate:** Non-commercial, not-for-profit organizations such as local development associations, municipalities and industry associations, and private-sector operators working as part of a group or consortium effort to implement strategic product development projects.

**Contact:** Darlene MacDonald  
(902) 424-4021  
macdarm@gov.ns.ca

**Note:** PDF versions of complete program descriptions and applications for the Tourism Development Investment Program are available online [at www.gov.ns.ca/dtc/tourism\\_funding.asp](http://www.gov.ns.ca/dtc/tourism_funding.asp) or by clicking here. Deadlines and funds are subject to change based on demand and availability.

## **NEW!** Visitor Information Services Enhancement Program

This program will enhance visitor servicing at visitor information centres (VIC) and in communities through the *VIC Technology Upgrade* and the *Community Information Kiosk Program*. Through technology upgrades, including new computers, staff and visitors alike will have fast, easy access to travel information. The community kiosk program will help communities use the new Visitor Information Kiosk Kit to construct outdoor kiosks to provide visitors with 24/7 travel information year-round. Click here or visit [www.gov.ns.ca/tch/tourism\\_funding.asp](http://www.gov.ns.ca/tch/tourism_funding.asp) for more information.

**Who can participate:** Non-commercial, not-for-profit organizations such as local development associations, municipalities and industry associations, boards of trade, chambers of commerce or other entities undertaking not-for-profit initiatives; the appropriate regional tourism industry association must endorse funding requests.

**Contact:** Peter Johnson  
(902) 424-2788  
johnsp@gov.ns.ca

# Tourism Destination Area Resources

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## Tourism Development Facilitation

Tourism staff can work with local businesses and community groups to deliver workshops or coaching sessions to expand your knowledge and understanding of planning, development and marketing. Topics include:

- Experiential tourism
- Partnering and packaging
- Planning and facilitating tourism projects
- Tourism destination area development
- Research and evaluation

**Cost:** No charge

**Contact:** Jonathan Foster  
(902) 424-3141  
fosterje@gov.ns.ca

## Tourism Destination Areas Resource Kit

This workbook provides communities with tools to help develop tourism. Included are critical elements for a tourism destination area, research, developing a plan of action, differentiating your destination, training and development and coastal considerations. Click here to download kit or visit [www.gov.ns.ca/tch/tourism\\_TDA.asp](http://www.gov.ns.ca/tch/tourism_TDA.asp) for more information.

**Cost:** No charge

**Contact:** Jennifer MacIntyre  
(902) 424-4646  
macintjen@gov.ns.ca

## Business Development Guides

This series of tourism development manuals help Nova Scotians establish tourism businesses and plan for the delivery of tourism services in the province. Click here to download guide or visit [www.gov.ns.ca/tch/tourism\\_devguides.asp](http://www.gov.ns.ca/tch/tourism_devguides.asp) for more information. Guides also available in CD format.

Titles include:

- Starting and Operating a Commercial or Community Attraction
- Starting and Operating an Adventure Tourism Business
- Starting and Operating a Retail Tourism Business
- Community Tourism Planning
- Starting and Operating an Accommodation Business

- Starting and Operating a Campground Business
- Starting and Operating a Restaurant Business
- Starting and Operating a Local Sightseeing Tour Business
- Starting and Operating a Receptive Tour Operator Business
- Starting and Operating a Local Visitor Information Centre
- Planning and Hosting a Community Festival or Event
- Marketing Your Nova Scotia Tourism Business

## NEW! Visitor Information Kiosk Kits

These guides will help communities build visitor information kiosks, which can provide round-the-clock visitor information services. Complete plans, instructions and a materials list will make it easy for any do-it-yourselfer to build. Click here to download plans or visit [www.gov.ns.ca/tch/tourism\\_TDA.asp](http://www.gov.ns.ca/tch/tourism_TDA.asp)

**Cost:** No charge for the guides; materials are operator's costs

**Contact:** Lori Blackburn  
(902) 424-3747  
blackblm@gov.ns.ca

## NEW! A Guide to Developing Outdoor Interpretive Signage

This guide will help every Nova Scotia community tell its unique story. It provides advice and information, as well as the basic, practical framework for planning, developing and installing your own signage. Click here to download guide or visit [www.gov.ns.ca/tch/tourism\\_TDA.asp](http://www.gov.ns.ca/tch/tourism_TDA.asp) for more information.

**Cost:** No charge for the guides; materials are operator's costs

**Contact:** Lori Blackburn  
(902) 424-3747  
blackblm@gov.ns.ca

## Product Development Day

This interactive and in-depth workshop is designed to help industry stakeholders deliver unique Nova Scotia tourism experiences. Watch Facts Flash for further details.

**Date:** Apr. 29, 2009

**Location:** To be confirmed

**Cost:** No charge

**Contact:** Lisa MacIsaac  
(902) 424-6540  
lmacisaa@gov.ns.ca

## Tourism Financial Summit

Designed to help tourism operators understand the environment for accessing capital, this working session will gather members of the lending community to review the health of the sector, present trends, best practices, and contribute to a better understanding between lenders and the industry, as well as identifying investment opportunities.

**Date:** Fall 2009

**Location:** To be confirmed

**Contact:** Darlene MacDonald  
(902) 424-4021  
macdarm@gov.ns.ca

## Research

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### Research Presentations

Research provides the tourism industry with valuable insight to inform planning and evaluation. Planning a conference or event where you'd like us to present? Give us a call.

**Cost:** No charge

**Contact:** Karen McNutt  
(902) 424-6355  
mcnuttk@gov.ns.ca

### Accommodation Analysis

Interested in obtaining customized analysis of the accommodation data submitted to the department by operators? Give us a call to learn how we can help you with your business planning or feasibility analysis.

**Cost:** No charge

**Contact:** Karen McNutt  
(902) 424-6355  
mcnuttk@gov.ns.ca

### Online Accommodation and Campground Visitor Satisfaction Tool

This research provides accommodation and campground operators in Atlantic Canada with regular reports on guest satisfaction and competitive benchmarks to gauge performance. Let us know if you are interested in participating in the 2009 visitor satisfaction program. For more information, click here or [visit www.visitorsatisfactionatlantic.ca](http://www.visitorsatisfactionatlantic.ca).

**Cost:** \$50-\$100

**Contact:** Mary Tulle  
(902) 496-9171  
mtulle@eastlink.ca

### Research Services

Join our e-news group to stay up-to-date on the latest tourism news from around the world. Or, if you're interested in being notified of new research that will provide insights to improve your competitive advantage, check out other services on Tourism [Insights by clicking here or visiting www.gov.ns.ca/tch/pubs/insights](http://www.gov.ns.ca/tch/pubs/insights) for more information.

**Cost:** No charge

**Contact:** Lee Ann Crouse  
(902) 424-3958  
crouselg@gov.ns.ca

### Research Seminar

Nova Scotia Tourism, Culture and Heritage conducts a wide range of tourism research. The third annual research seminar will provide an opportunity to share new research insights, ideas and best practices to help you make better use of research in decision-making. Your input on the research work plan is also welcome.

**Date:** April 28, 2009

**Location:** To be confirmed

**Cost:** No charge

**Contact:** Olivia Ross  
(902) 424-7299  
rossoj@gov.ns.ca

## Visitors Services

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### Ici, on parle français

This program promotes enhanced customer service by identifying and promoting tourism-related businesses that provide French-language service to our visitors. On application approval, you'll receive a membership kit with lapel pins, tent cards and door decals.

**Who can participate:** A tourism-related business with a minimum of one fully bilingual staff person in each front-line area during all hours of operation

**Cost:** No charge

**Contact:** Mireille Roach  
(902) 424-4153  
roachmc@gov.ns.ca

### Fair & Friendly Exchange Program

Here's a tangible way to show American visitors that we appreciate the value of a dollar – and their valuable business. To participate in this program, you must guarantee an exchange rate within five percent of the current bank rate and display the Fair & Friendly material in a prominent location. The year-round program is promoted in the Doers' & Dreamers' guide and at visitor information centres. Click here or visit [www.gov.ns.ca/tch/tourism\\_programs.asp](http://www.gov.ns.ca/tch/tourism_programs.asp) for more information.

**Cost:** No charge

**Contact:** Peter Johnson  
(902) 424-2788  
johnsp@gov.ns.ca

### Literature VIC Distribution

This program will allow your brochures to be available to the more than 800,000 visitors who enter provincial and local visitor information centres. Brochures may be displayed on a rotating basis based on available space. Not all centres can accept all brochures. Click here or visit [www.gov.ns.ca/tch/literature\\_distribution.asp](http://www.gov.ns.ca/tch/literature_distribution.asp) for more information.

**Cost:** Operator is responsible for delivery to the distribution centre

**Contact:** Bob Boyd  
(902) 424-2906  
rboyd@gov.ns.ca

### Nova Scotia Check In Information and Reservation Service

This service allows you to reach our visitors as they plan their trip or when they are in the province. Visitors can access this free information and reservation service on novascotia.com, by calling our toll-free number or through provincial visitor information centres. Rates may be updated regularly to remain current.

**Cost:** Information service free to both operators and visitors. No charge to become a member of Check In. Operators are charged a commission for reservations made through the service.

**Contact:** Bob Boyd  
(902) 424-2906  
rboyd@gov.ns.ca

# Industry Communications

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## Let's Talk: Tourism Business Forums

Join us in a community near you to hear about what's happening with tourism marketing, product development and research and to share your ideas and input. These interactive forums will be held twice annually (spring and fall) in each of the seven tourism regions. They are presented in partnership with the RTIAs and Destination Halifax. Dates for 2009 will be communicated to industry through Facts Flash and our partners.

**Contact:** Sadie Thomas-Frye  
(902) 424-3282  
frysa@gov.ns.ca

## Facts Flash

Sign up for this newsletter that provides industry news and updated information on our partnership opportunities and programs. If you would like to be added to our mailing list or if your contact information has recently changed, please e-mail us at [factsflash@gov.ns.ca](mailto:factsflash@gov.ns.ca). Watch for a revamped Facts Flash in early 2009.

**Contact:** Laura Patrick  
(902) 424-0939  
patricll@gov.ns.ca

## NEW! Face 2 Face

Keep us informed of your tourism product offerings by making a presentation to department staff who are in contact with consumers, travel trade professionals and travel media. Help us supply them with current information on new products and services and with story ideas. This will also help us better understand how to incorporate your information into our marketing and promotions. A staff member from marketing, sales and partnerships and product development will hear your presentation. We'll reserve 9 -10 a.m. the first Wednesday of every month for presentations. Audio-visual equipment is supplied. You will be required to book one month in advance. Additional presentation times will be available if requested. Watch Facts Flash for more details.

Who can participate: Tourism operators, regional tourism industry associations, destination marketing organizations or others with export-ready products, experiences or itineraries.

**Cost:** No charge  
**Contact:** April Hannah  
(902) 424-6172  
hannaham@gov.ns.ca

## Regional Tourism Industry Associations

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Regional tourism industry associations offer various programs in which industry can participate at the local level. Programs include the production of literature, participation in fam tours, consumer shows and special regional promotions. For more information, please contact the association in your area:

Antigonish-Eastern Shore Tourist Association  
(902) 889-2362  
anteast@eastlink.ca

Central Nova Tourist Association  
(902) 893-8782  
info@centralnovascotia.com

Destination Cape Breton Association  
(902) 563-4636  
sandra@dcba.ca

Destination Southwest Nova Association  
(902) 634-8844  
info@destinationsouthwestnova.com

Pictou County Tourist Association  
(902) 752-6383  
cmackinnon@tourismpictoucounty.com

Halifax Regional Municipality – Visitor & Customer Service  
(902) 490-4027  
murphybo@halifax.ca

## Destination Marketing Organization

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Destination Halifax is the dedicated destination marketing organization for Halifax Regional Municipality. Destination Halifax is a partnership of the municipality, the Hotel Association of Nova Scotia, the Province of Nova Scotia, the World Trade and Convention Centre and participating industry members. Its mandate is to dramatically increase tourism expenditures year round.

Destination Halifax is responsible for sales and marketing for the region in both business and leisure travel markets.

Destination Halifax  
(902) 422-9334  
marketing@destinationhalifax.com