TOURISM NOVA SCOTIA

A division of Communities, Culture, Tourism and Heritage

Travel Media Relations
travelmedia@novascotia.ca
www.tourismns.ca | Corporate
www.novascotia.com | Consumer

HOSTING GUIDELINES FOR EDITORIAL PURPOSES

THANK YOU for your interest in Nova Scotia! We are always interested in learning about opportunities to create additional awareness of Nova Scotia as a travel destination!

As a division of the Department of Communities, Culture, Tourism and Heritage, Tourism Nova Scotia works with communities and industry to attract visitors to the province and increase tourism revenues through experience and sector development, business coaching, marketing, and visitor servicing. Tourism Nova Scotia is responsible for the administration of the Travel Media Relations program which is designed to assist with creating editorial opportunities to promote the unique products and experiences we have to offer. Most of our hosted press trips for editorial opportunities are individual, self-drive and custom-designed itineraries to meet the needs and requirements of the media representative and/or outlets best suited to our reaching potential visitors in our **core markets**:

- Canada (primarily Ontario, Quebec residents)
- USA (primarily Northeast US / New England residents)
- UK and Ireland
- Germany

BRIEF

Nova Scotia's destination brand is the promise we make to travellers. It captures the feeling of authentic experiences and serendipitous moments that make lasting memories and great stories and provides a strong emotional appeal to the travellers we are trying to attract. Tourism Nova Scotia incorporates this brand promise in all our marketing initiatives.

Once travellers get here, their individual experiences impact their perceptions of Nova Scotia's brand. All tourism partners can deliver on Nova Scotia's brand promise by adding moments of discovery or surprise to visitors' experiences and reflecting the attributes of charming, authentic, and fast friends in interactions with visitors. Bringing the Nova Scotia brand to life in this way will help meet visitor expectations and provide a positive visitor experience, which in turn will drive repeat visitation.

Ongoing awareness in our target markets is essential to keeping Nova Scotia top-of-mind among travellers who are planning their next vacation. Key markets are identified based on access to Nova Scotia and match between what Nova Scotia offers and the interests of travellers in each market. One of the tactics for meeting our goals and objectives will be to work directly with travel media / content creators to create, publish and share high quality, strategically aligned content through authentic, engaging, and credible storytelling opportunities.

Tourism Nova Scotia has launched its 2025 marketing campaigns to raise awareness of Nova Scotia as a top vacation destination. The campaign uses real traveller testimonials to show potential visitors the exciting experiences they can enjoy. With a deep connection to the ocean in our history, culture, people, and landscape, the "*Your Ocean Playground*" campaign invites visitors to experience Canada's ocean playground.

The campaign spans television, billboards, social media, video, display ads, and editorial content to highlight Nova Scotia's diverse attractions. It emphasizes coastal charm and our rich Maritime heritage through the stories of past visitors. In North America, the campaign features fresh creative content with authentic traveller testimonials. Meanwhile, the Germany and United Kingdom campaigns will continue using the 2024 concept, showcasing a couple's journey along Nova Scotia's 13,000-kilometre coastline to promote non-stop flights to the province.

Additional details on the 2025 advertising campaign can be found at:
https://tourismns.ca/marketing/advertising-campaigns

**In 2019, Tourism Nova Scotia commissioned a marketing return on investment (ROI) study. This study estimated that for each $1 invested in media buy in our target markets of Quebec, Ontario, Northeastern United States, and UK, visitation influenced by the campaign generated $21 in tourism spending in Nova Scotia.*

REQUIREMENTS

Media interested in visiting Nova Scotia with our assistance MUST complete an online request form which can be found at https://www.novascotia.com/travel-media/media-services/media-request-form/application.

Media must demonstrate they have a minimum of 60% of their audience reach in at least one of our core target markets and/or 90% reach in a combination of our core markets. Media must also provide an up-to-date media kit with details on their reach and audience demographics.

PROPOSAL GUIDELINES

When working with travel media and / or travel content creators, we ask that you send us a proposal outlining where you are interested in going and what content you would create that would best align with our mutual audiences.

1. *WHO ARE YOU & WHAT IS YOUR FIELD OF EXPERTISE?* Whether you're an individual, a freelance writer, a production team, a publication outlet, etc., please let us know a bit about yourself, your history and what your subject area of expertise is. Include names and roles of all proposed participants.

2. *SCOPE OF WORK / TACTICS*: Provide details about why you want to visit and what story do you want to tell. How does the content you hope to create match up with our goals and objectives?

3. *DISTRIBUTION & AUDIENCE BREAKDOWN*: Please provide us with a specific list of all the outlets/channels where the content you propose to produce will appear, circulation/followers/reach and the verified audiences for each including a geographic breakdown.

4. *DELIVERABLES / BUDGET*: Provide a "menu option" for any and/or all of the deliverables you offer. We prefer to see individual price points for each of the deliverables offered however you can also include them as a package offer provided you clearly identify what deliverables are included. Indicate what assistance you are requesting specifically from Tourism Nova Scotia and if you are receiving assistance from other sources or in-kind contributions.

   The following deliverables are eligible for consideration:
   - editorial articles (confirmed assignment or anticipated pitches, print and/or digital)
   - reels and/or Youtube videos that are shareable and can be used by Tourism Nova Scotia and our industry partners for sharing purposes only
   - blog post(s) on media's website which can be shared by Tourism Nova Scotia and/or industry partners

- content produced should accurately and authentically reflect the experiences available in Nova Scotia and be told in the authentic voice/style of the content producers
- content developed by AI will be deemed ineligible and may lead to voiding any agreements

- minimum of one social media post for each day in Nova Scotia on Facebook and/or Instagram channels
- a gallery of images from which Tourism Nova Scotia and/or an industry partner would select and receive a minimum of 5-10 license and royalty free, in perpetuity

5. *REPORTING:* Explain how you will track and report the results and/or performance of the content created as a result of a hosted press visit. This is a requirement of any assistance and if you don't have your own reporting format, a template will be provided for you.

PLEASE NOTE:

- ***Fees for deliverables are capped at $5,000.00 CAD (not including travel expenses) due to procurement policies with the Government of Nova Scotia.***

- ***Due to Government restrictions, TikTok content is not an accepted deliverable. Media may still produce TikTok content but it cannot be included as a paid component of the deliverables.***

- ***We encourage the use of the collaboration tool for Instagram. Content created and tagged will be reviewed by Tourism Nova Scotia, with the option for acceptance of the collaboration. Due to the volume of content received, not all content may be accepted for collaboration.***

CONDITIONS

We are a small but mighty destination! But that also means we have a small and not so mighty budget for our travel media program. We are fortunate to receive far more requests than we have budget annually. Audiences of less than 25,000 readers, viewers and/or followers collectively in one of our identified core markets are unlikely to be considered for support, however special considerations may be made for niche audiences that align with Nova Scotia's target markets and top tourism experiences. We truly wish we were in a financial position to work with everyone who was interested in helping us create awareness of Nova Scotia as a travel destination!

Our primary goal is to assist media guests who can provide editorial coverage of Nova Scotia as a travel destination within our identified core strategies and markets. We can only assist with expenses related to the approved travel media representative – expenses will not be covered for spouses / partners, children, travel companions or other family members.

For blog posts or online articles, the inclusion of website links to www.novascotia.com and/or tourism industry partners' websites will be requested.

The content produced should accurately and authentically reflect the sellable experiences available in Nova Scotia and be told in the authentic voice/style of the content producers. We cannot support nor endorse products that are not sellable or available to the general touring public via novascotia.com.

Media are responsible for ensuring all content captured as part of any partnership is done so in legal areas and captured with all proper permissions, permits and licenses. You are responsible for obtaining your own permits when and where required.

Any partnership with Tourism Nova needs to abide by the following code of conduct. If you are selected to receive our assistance, please keep in mind that you are representing Tourism Nova Scotia and we do expect you to act accordingly.

- Keep it clean and safe. Please do not use inappropriate language or images. Please ensure subjects in videos and photography are appropriately dressed and wearing the appropriate safety equipment/gear when needed and obeying the rules.
- Keep it legal. Tourism Nova Scotia does not endorse illegal or unnecessarily risky behaviour. Wildlife photos are absolutely welcome but we cannot endorse feeding wildlife or interacting with wildlife in an unsafe and inappropriate way. Please refrain from taking photos of people trespassing or breaking the rules.
- Keep it politically neutral. We are all for being passionate but please keep politics out of any posts or editorial content.
- Stay true to your brand. If chosen for a partnership, you will be an ambassador for Nova Scotia because your brand and/or outlets' brand aligns with ours. Stay true to your messaging but also keep in mind that if you are financially supported by Tourism Nova Scotia, then you do so on our behalf.

TIMING

We review requests/proposals each year in Q1 for potential opportunities within our annual budgets and mandates. It's best to send us your proposal in February or early March as our fiscal year begins April 1.

PLEASE SEND COMPLETE PROPOSAL PACKAGE TO: travelmedia@novascotia.ca