

TOURISM  
NOVA SCOTIA



# CULINARY EXPERIENCES FOR TRAVELLERS

May 25, 2019

# WHO ARE OUR VISITORS?

# OUR VISITORS

Our research shows that:

- Most visitors travel as a couple
- Activities on the coast and hiking are popular
- The Halifax Waterfront is the most visited attraction
- They love lobster, wine is emerging
- Most visitors learn about Nova Scotia online
- Visitors from further away spend more than visitors from neighbouring provinces



# MARKET OPPORTUNITIES



## **CANADA**

Ontario  
Quebec



## **USA**

Northeast  
Mid-Atlantic



## **INTERNATIONAL**

United Kingdom  
Germany  
China



# WHAT ARE EXPERIENCES?

**Experiences are unique, hands-on activities where a visitor learns something by doing something with someone who lives here**

- Authentically connect visitors to Nova Scotia's places and people, such as farmers, chefs, winemakers, artisans, musicians, and storytellers
- Offer added-value to an activity, which visitors will pay a premium for—increasing tourism revenues
- Sustainably developed







# NEW IS NECESSARY

Status quo will not get us to \$4B.

Strategically elevate and grow opportunities to create:

- New experiences
- New ways to experience our icons
- New icons to experience
- New media buzz
- New markets and visitors amplifying NS





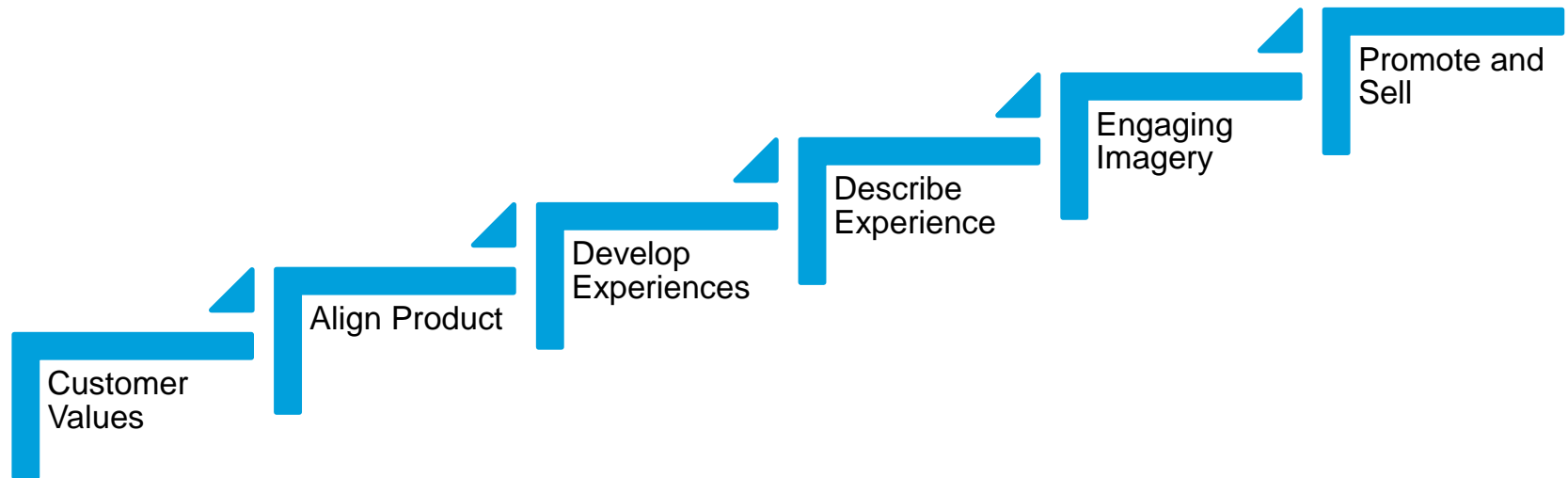
# SHIFT: EXPERIENCE INNOVATION

Elevate and create world-class experiences

- Focus on what motivates visitors to travel
- Partner with private sector to increase revenues
- Increase industry capacity to develop experiences
- Holistic experience development approach



# CREATE TRAVEL EXPERIENCES



# EXPLORER QUOTIENT™ (EQ)

EQ is based on understanding the ‘why’ of travel—visitors’ values (social and travel), that influence their behaviour (how they travel), and interests (what activities they travel for).

TNS has three target EQ segments:

- Authentic Experiencers
- Cultural Explorers
- Free Spirits



# AUTHENTIC EXPERIENCERS

- More educated and understated travellers
- Want to live like the locals and don't need to be pampered
- Travel is about personal development and learning
- Do their own thing and explore 'off-the-beaten-path' areas
- Love to become fully immersed in the area's history and culture





# CULTURAL EXPLORERS

- Love to travel and are always planning their next trip!
- Travel is a time to learn, discover and 'blend in' with the locals
- Love outdoor adventure
- Travel is best experienced with fun, like-minded companions
- Are spontaneous



# FREE SPIRITS

- Travel is a time to escape
- Take in must-see experiences, checklist travelers
- Seek luxury and high-end experiences
- Are highly social, the traveller's traveler
- Love to try new activities and share



# ATTRACTING YOUR BEST VISITORS

- All three target EQ segments:
  - seek out authentic experiences
  - enjoy natural beauty
  - enjoy local food
- How they enjoy these elements differ based on their travel values



# KEJIMKUJIK NATIONAL PARK SEASIDE



KEJIMKUJIK NATIONAL PARK SEASIDE AND AREA  
NOVA SCOTIA



# SEASIDE ADVENTURE & BEACHSIDE FEAST



# EXPERIENCES GROW YOUR BUSINESS

# CREATE A TRAVEL EXPERIENCE

## Nova Scotia Experience Toolkit

- Video Series launching soon
- Tip Sheets: experience planning, partnerships, marketing
- Worksheets: discovering your best customer, pricing your experience





# WORLD-CLASS EXPERIENCES

- icons, most competitive differentiators
- create new purchasable visitor experiences
- motivate travel by first time, higher yield visitors
- increase NS profile, travel media coverage





# AVONDALE SKY WINE LAB



# AVONDALE SKY WINERY





# HELI-PICNIC ISLAND ESCAPE



# VISION AIR





# EXCELLerator CREATES A BUZZ

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*boston.com*



**The Daily Telegraph**

» **TORONTO STAR** «

THE  
**NEW YORKER**

**TRAVEL+**  
**LEISURE**

**The  
Boston  
Globe**

**FOOD & WINE**

**WESTJET MAGAZINE**

# EXCELLerator PROGRAM RESULTS

- Experience concepts rooted in market research
- Professional photos (262) & video (28) assets captured
- Spinoff opportunities for 66 partner businesses
- 27 new and engaging experiences available to visitors
- Attracting first-time visitors



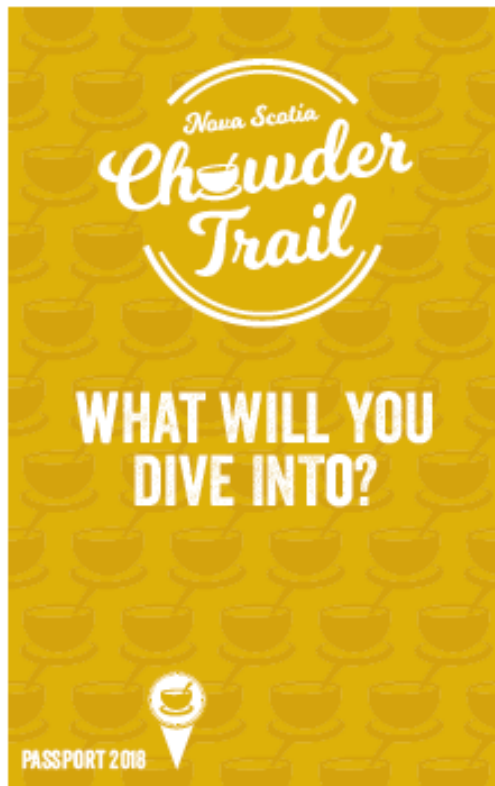
# PROMOTIONAL OPPORTUNITIES & RESOURCES

# MARKETING PROFILE & PARTNERS

- novascotia.com
- Doers & Dreamers Guide
- #visitnovascotia #novascotiaeats #explorecanada
- Programs: Marketing & Experience EXCELLerator
- Photo and Video Library
- Partners (Taste NS)



# CULINARY TRAILS





# THANK YOU

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[novascotia.com](http://novascotia.com)

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