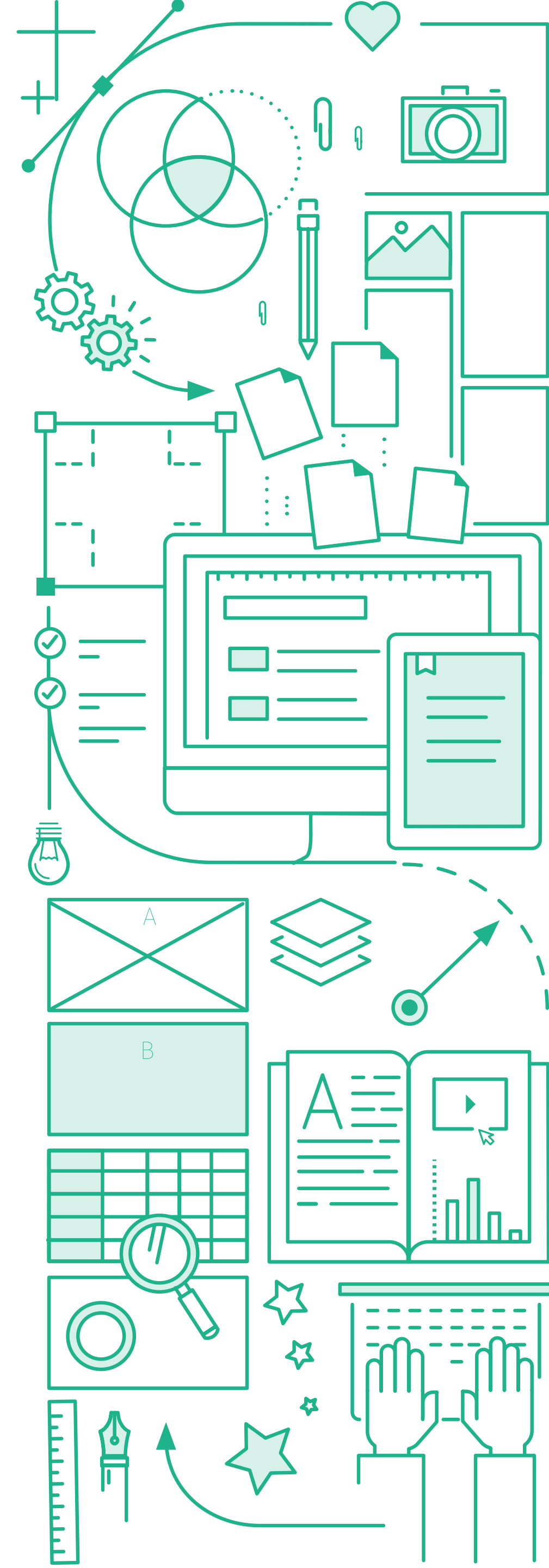


MAY 2020

Marketing and Product Development Post-COVID-19

Survey Results



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ABOUT US

We pride ourselves as the champion of advocacy for tourism issues in Nova Scotia.

The Tourism Industry Association of Nova Scotia (TIANS) is working fiercely on behalf of our members. We share a passion for our industry and a desire to advance change. In working with our partner associations and stakeholders, we ensure that we are involved in the development of the tourism industry at the regional, provincial, and national levels.

Learn more about TIANS at tians.org.



A Strong, **UNITED** Voice is Vital to a Successful Tourism Industry



To ensure that tourism issues affecting Nova Scotia's businesses are brought to the attention of policy makers and to advocate for positive change in Nova Scotia's Tourism Industry.

The Covid-19 Pandemic is having a devastating impact on Nova Scotia's tourism economy. Below is a snapshot of immediate business impact from April 2020

SNAPSHOT

To ensure tourism recovery is strong, it is crucial that industry and government work together to plan, execute, invest and support the tourism economy in a coordinated and strategic manner.

We need to put tourism first.

The summary results from TIANS Marketing and Rebuilding survey provide a glimpse of Industry intentions and thoughts around rebuilding.

47%

Will extend their 2020 season to leverage Tourism Industry initiatives and recoup lost revenue



1/3 believe the development of a Nova Scotia First Regional/ Provincial Campaign is a priority to rebuild their Tourism Business, post COVID-19

Of those organizations/ communities that have an existing event planned:

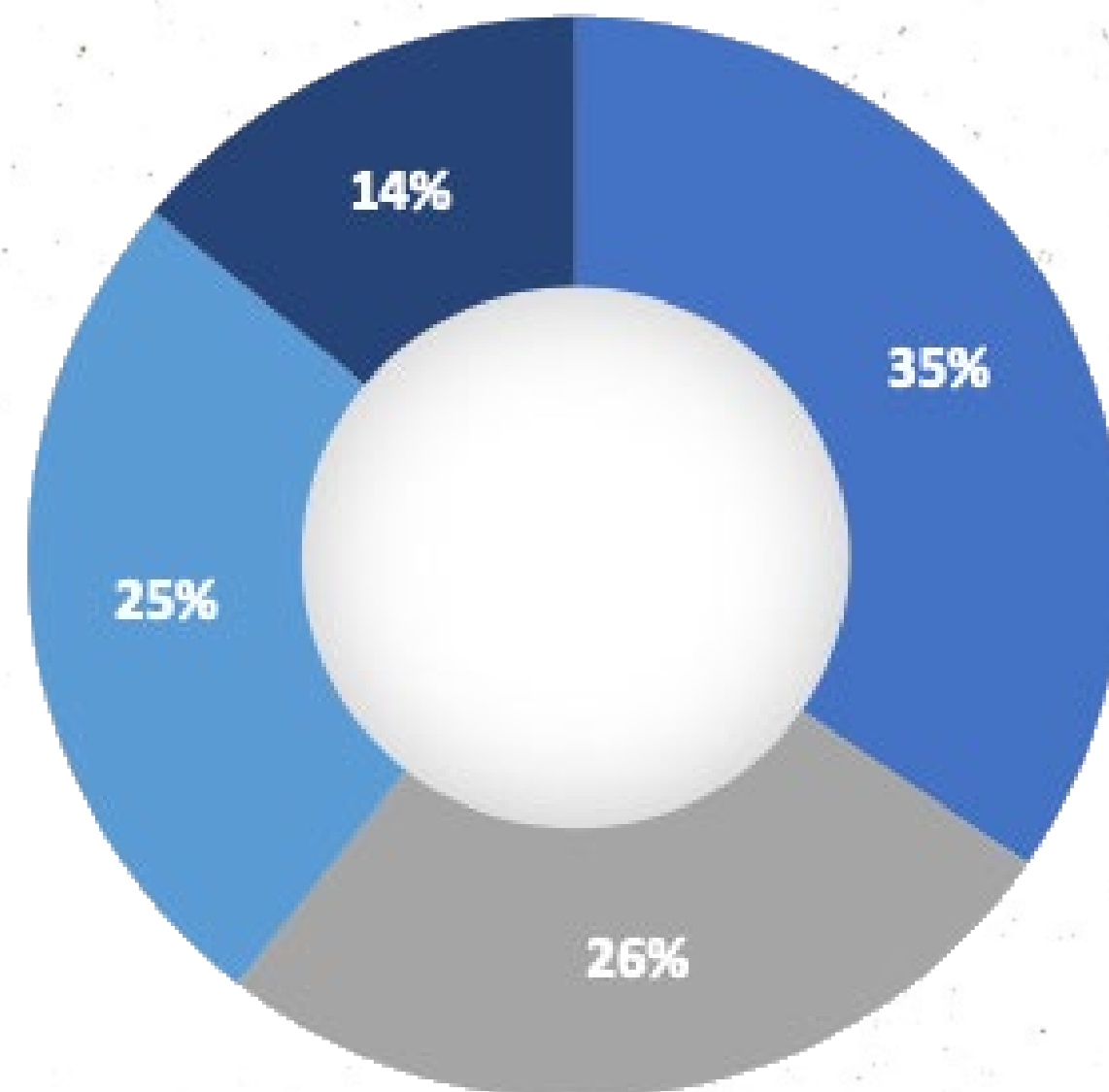
16%
Modify Scale

18%
Cancel

32%
Reschedule

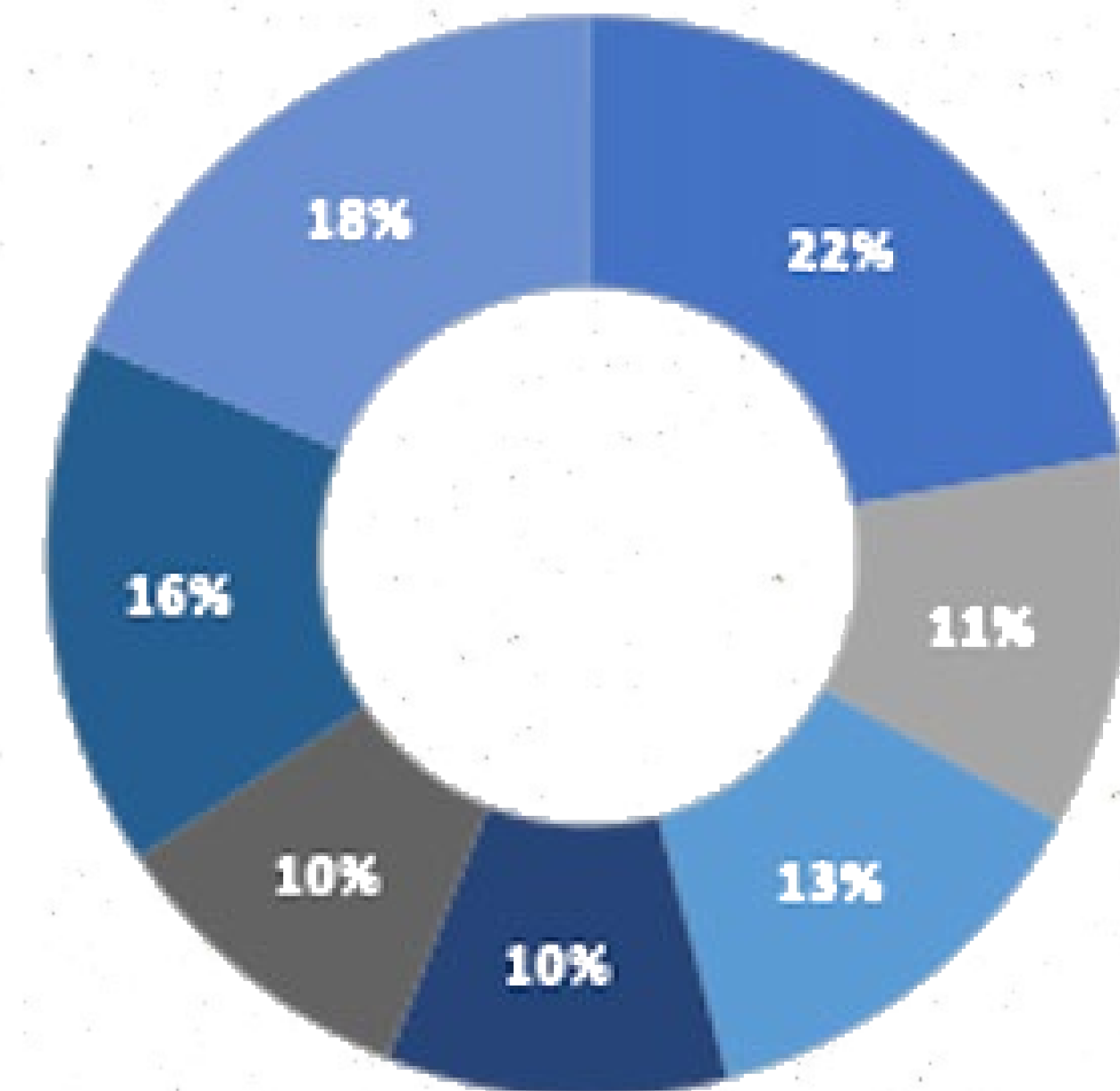
RESULTS

Q1 In an effort to rebuild Tourism Business, post COVID-19, please rank the following priorities for your operation/region:



- Development of a Nova Scotia First (Regional/Provincial) Campaign
- Realignment of Atlantic Canada Marketing program
- Festival and Events Schedule for NS Communities
- Integrated Sporting Events Calendar

Q3 Rank the areas we need to consider for a late start to the high-tourism season:



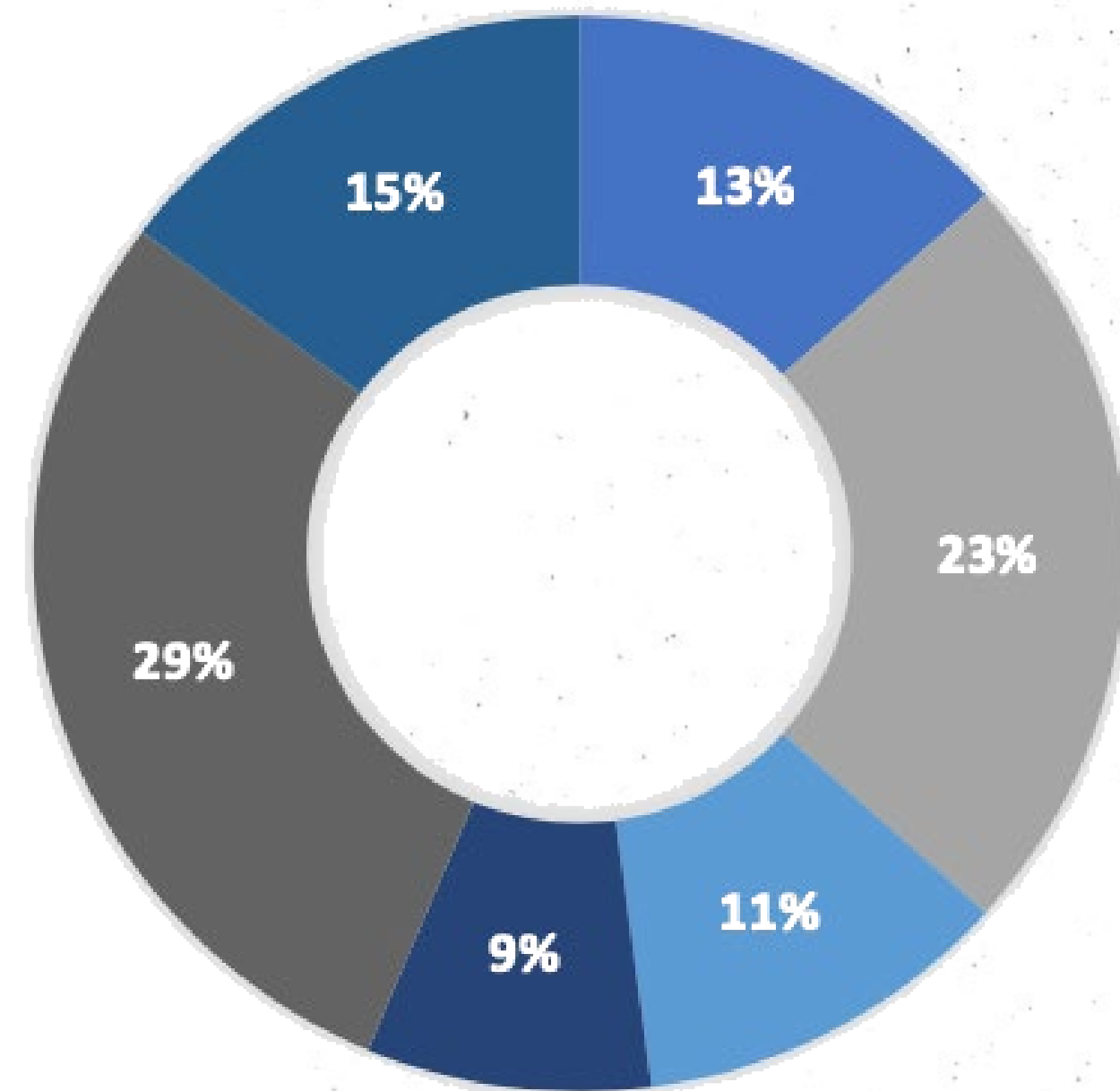
- Direct Resources to Industry for Lost Revenues
- Extended Operating Hours
- Public Infrastructure
- Intermodal Strategy
- US Ferry Service Extension
- Travel Incentives

There is a strong desire by industry to see a domestic, inner province focus with strong partnerships between sport, festivals and events and tourism as significant drivers of activity.

RESULTS

Q4

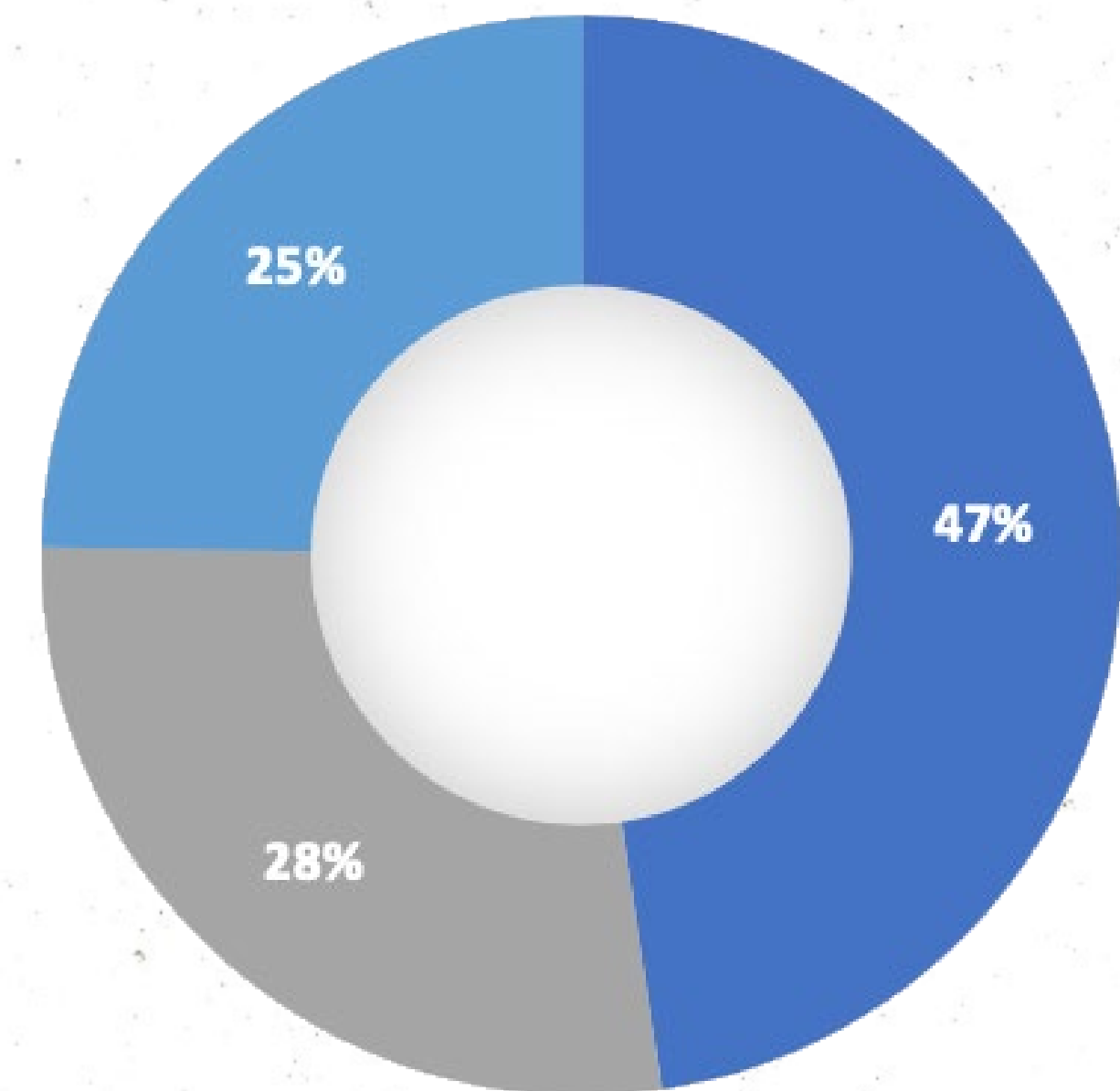
If your organization/community has an existing event planned, do you intend to:



- Cancel
- Reschedule
- Modify Scale of Event
- Hold Alternative Event at Scheduled Time
- Not Applicable
- Other

Q5

Will you extend your 2020 Season to leverage Tourism Industry initiatives and help your business recoup lost revenue?



- Yes
- No
- Unsure

Most event organizers would like to move festivals or modify size as oppose to cancelling.

Most businesses are planning/willing to operate longer to recoup lost revenue. Since the survey closed, calls to TIANS from industry focus on opening longer.

RESPONSES

1

Local Marketing
(Staycations)

2

Season Extension

3

Social Media

Q2

From a Marketing perspective, please identify how you intend to realign your efforts once the Tourism Industry returns to growth mode?

"Reaching out to tourism operators, as we did in late 2019 and earlier this year, we will be encouraging operators to adopt loyalty marketing to combine their voices while inviting guests to return for another visit"

"Not looking at growth, looking at regaining a foothold while diversifying and finding new audiences within NS/Atlantic Canada. Focus on community economic development, day trippers/visiting friends and relatives, packages and experiences that celebrate and showcase local cultural, culinary and natural elements, suppliers and partners"

"As an outdoor attraction (Garden) we will be marketing ourselves as a place of healing and a safe have - social distancing is easy here. Also, we will be redirecting all efforts to a Nova Scotian market - staycation."

"We are looking at rescheduling our annual spring events (craft beer festival, women's retreat weekend) and keeping venue open later to accommodate wedding bookings pushed into fall / winter."

"Work with similar operators in the province to create an overarching marketing plan. Our organization will maintain our social media and web presence and look for creative ways to share our work with the public"

RESPONSES

1

Experiential Tours

2

Outdoor Activities

3

Dependant on weather or visitation/travellers

Q6

If you plan on extending your season into the Fall and Winter, what activities or products are you able to offer?

"A unique facility/venue for small scale events; teaching/learning/workshop events"

"New experiences, through a collaborative approach in my community, involving multiple partners. Consulting/facilitation services to help operators and regional organizations to create relevant experiences. Provide support and suggestions to build sustainability and renewable energy into all tourism operations to reduce long term costs"

" Need new investments to support winter product. Sporting events and partnerships are key - need to adapt festivals that will be able to be run with innovation and technology to meet potential new rules for gathering"

"Our cottages are not winterized so we wouldn't be able to open for long unless we have Mother Nature on our side. Also there is discussions about a possible second wave of Covid 19 so it may not be a good idea to extend the season too late"

RESPONSES

1

Water-related Activities

2

Experience Tours (Bike/
Hike/Brewery/Rural Town)

3

Artisans/Creators

Q7

In an effort to rebuild Tourism Revenue and regional visitation it will be crucial to promote new attractions and experiences. Please identify any less-known attributes, undiscovered gems or opportunities in your region:

Fresh water and salt water swimming, boating, kayaking; remote beaches; connecting people with genealogical roots; low-water (low tide) hiking; birding events; promotion of UNESCO recognition of southwest NS.

"Slow paced 'breather' vacation away from crowds. Brewery or wine passports for completing a wine tour or brewery tour around the province. Different NS tours for different groups: family tour, adult tour, wine/ beer tour, museum tour, waterfall tour, beach tour. Many businesses will offer discounts to guests taking part in a tourism boosting event"

"Nova Scotia should make an example for "country wide" implementation of rewarding "Loyalty Points" based on the GST/PST/HST each individual tourist spends on their consumption of goods and services"

"Can we work together with community tourism partners in selected locations that are currently not "hot spots"? Let's collaborate and invite regional travellers to discover Nova Scotia, where we have the infrastructure to handle it. And build visitor safety, local foods, and experiences that enable a high level of intra and inter-community collaboration"

"Better integration between cultural product and tourism experiences"

RESPONSES

1

Destination Hubs
within Nova Scotia

2

Experiential Attractions

3

Outdoor Activities

Q8

Identify any ideas you may have for product development, as Nova Scotia's Tourism Industry rebuilds, post COVID-19:

"Expand the Lobster Crawl to a Provincial Scale. Create a loosely related Crawl of Fame for the whole province (something akin to the Stars on a Hollywood Strip). Every corner of Nova Scotia has notable people and ancestral 'names' that someone/s are fans of. Make it a collector series and build on it annually"

"Need new investments in better product to accommodate new reality. Marketing for NS has to be best in class- everyone will be upping their game"

"Take out food will become the norm. Need better eco-friendly take out containers and more outdoor pavilions where they can eat, and individual packages of sanitizing wipes for when they are done"

"Educate communities on the value of Tourism and the steps tourism operators have taken to protect their public health"

"Virtual tours and interactive experiences - small group (2-4) experiential packages"

"What will be out USP as restrictions loosen?"

"Utilize natural assets, Protected Places and UNESCO sites to drive outdoor experiential product – use what we have"

TAKE AWAYS

Thank you for your valuable feedback.
Kindly provide any additional comments
regarding future rebuilding and marketing efforts.

Contact TIANS

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Connect with Us



"Focus on Wide Open
Spaces and Natural
assets"

"Realign investments by TNS /
Government"

"Vast US market at our backdoor. We
need to invest and be ready for when
borders open - we have ignored US too
long"

"Integrate partnerships with
Sport NS and F&E to look at
planning Nova Scotia's next
12 months"

"Promote Members and
operators committed to sector
– help us rebuild"

"Let's get back to in-province
itineraries that make it easy for
people to buy"

"Invest in innovation and
technology to enhance
experiences of our new normal"

"Nova Scotia can rebuild its
tourism economy because we are
the best kept secret. Let's start
acting like it"