

TIP SHEET #2: NEW EXPERIENCES NEEDED TO GROW TOURISM

Travellers are looking for authentic, unique, and coastal experiences in Nova Scotia. And delivering authentic, Nova Scotia experiences is good for business.

Tourism is Nova Scotia's leading export industry. As a destination, our goal is to reach \$4 billion in tourism revenues by 2024. Your business and the types of visitor experiences you offer are critical to reaching those goals. As we work together to attract our targeted visitors, you're best positioned as part of the tourism industry, to develop and deliver world-class experiences to visitors.



About Tourism Nova Scotia

Tourism Nova Scotia (TNS) is the provincial tourism marketing organization focused on attracting travellers from outside of Atlantic Canada to our province. We market Nova Scotia as a travel destination, leading with our most compelling visitor experiences. TNS works with industry, community, and government to grow tourism revenues and maximize the value of our tourism industry. Find out more in our strategy [Driving Export Revenue](#).

TNS STRATEGIC PILLARS

1. Focus on world-class experiences: Unique and differentiating experiences that travellers can only find in Nova Scotia help our province stand out as a vacation destination in a world of choices. Authentic experiences connecting visitors to our people, culture, and coast can increase awareness of Nova Scotia to motivate travel to the province.

2. Attract more first-time visitors: While all visitors are important, first-time visitors are more likely to be influenced by marketing and tend to do more and spend more while visiting. TNS captures the attention of travellers by leading with Nova Scotia's icons of Cabot Trail, Bay of Fundy, Peggy's Cove, Lunenburg, and Halifax Waterfront, and strengths like our coastline, wildlife, parks, and heritage sites.

3. Invest in markets of highest return: TNS invests our marketing budget to attract higher-spending visitors that will bring more money to local businesses and the provincial economy. Our priority markets are Ontario, Quebec, Northeastern United States, United Kingdom, Germany, and China.

4. Build Nova Scotia's tourism confidence: TNS works to ensure Nova Scotians understand the value of tourism to our provincial economy and feel proud of what we offer visitors, encouraging them to be our greatest tourism ambassadors and invite the world to visit.