

SPONSORED CONTENT 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

PROGRAM

Travel Media: Hosted Press Trips for Editorial Purposes

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 friend 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.

**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>.

GUIDELINES

Once the form has been completed, please send a detailed proposal including the following information – it makes it much easier for us to review for potential ROI against our annual budgets and strategic directions.

1. **WHO ARE YOU & WHAT IS YOUR FIELD OF EXPERTISE?** Whether you're an individual, a production team, a publication outlet, or a management company, 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 the proposed activities (ie. social media, publication, assignment, etc.). What story do you want to tell and why? How does the content you hope to create match up with our goals and objectives?
3. **DISTRIBUTION & AUDIENCE BREAKDOWN:** Please include a copy of your most recent media kit. If you don't have one, please provide us with a specific list of all the outlets/channels where the content you propose to produce will appear, circulation/followers 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. Be sure to indicate if there is an opportunity for amplification of the content. Indicate what assistance you are requesting specifically from Tourism Nova Scotia and if you are receiving assistance from other sources or in-kind contributions. At a minimum, we are looking for the following deliverables:
 - editorial articles (confirmed assignment or anticipated pitches)
 - blog post(s)
 - social media channel(s) post(s) - primarily Instagram and Facebook
 - sharable Reels and/or YouTube videos
 - please note that due to Government restrictions, we are no longer able to include TikTok videos as an acceptable paid deliverable
 - a gallery of images from which Tourism Nova Scotia will select and receive an agreed upon number 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.

CONDITIONS

- 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 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. 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.
- For blog posts or online articles, the inclusion of website links to www.novascotia.com or tourism partners' websites will be requested.
- The 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. We cannot support or endorse products that are not sellable or available to the 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 and licenses.
- Tourism Nova Scotia shall not be liable for any damages or injury (including death), or any additional costs which may arise or are incurred to the Participant, including those related in any manner to the novel coronavirus, Covid-19.
- 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.

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