



Reopen June 2020

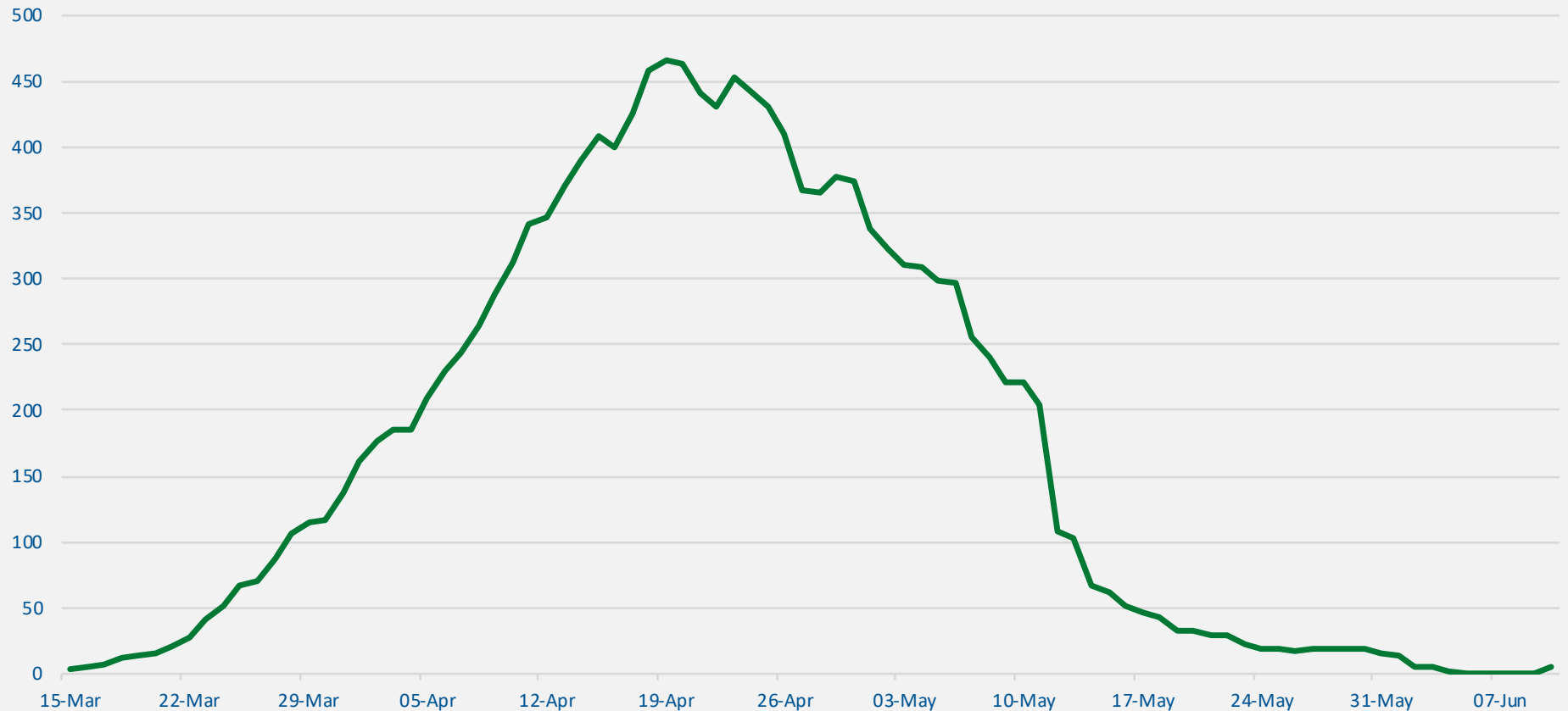


CAPE BRETON
ISLAND

Your Heart Will Never Leave

The Current Situation

Active Cases of Covid-19 in Nova Scotia



- 5 active cases in NS, 29 in NB, 0 in PE, 2 in NL
- Travel in-province encouraged for Nova Scotians
- Active discussions about a Maritime or Atlantic bubble

The Recovery Picture



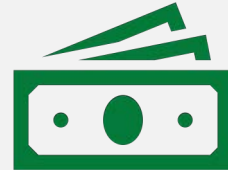
Demand

- Pent-up demand with limited options
- Reluctance to travel for safety reasons



Supply

- Gathering limits and social distancing restrictions
- Events cancelled
- Out-of-province visitors mandated to self isolate for 14 days
- Cruise shutdown
- Resident concern over visitors
- Some operators not opening



Economy

- Significant impact on disposable income
- Retirement savings impacted

Nova Scotians spend **\$990 million per year on travel inside the province** and **\$800 million on travel out of province** – they will be encouraged to spend that in-province this year.

Planning Scenarios

Scenario	Nova Scotia	Canada	US	Potential Outcome
1	No significant clusters or community transmission	No significant clusters or community transmission	Large clusters and/or community transmission	<ul style="list-style-type: none"> • Travel restrictions remain for US and international markets • Potential for lifting of social distancing • Some potential for limited reduction of travel restrictions within Canada • Some potential for limited travel recovery of Canadian markets
2	No significant clusters or community transmission	Large clusters and/or community transmission in Ontario and Quebec, but not Atlantic Canada	Large clusters and/or community transmission	<ul style="list-style-type: none"> • Travel restrictions remain for out-of-province • Potential for removal of some social distancing in Nova Scotia • Opportunity for start of recovery of local services, restaurants, and experiences • Potential for in-province NS travel and eventually regional
3	Large clusters and/or community transmission	Large clusters and/or community transmission	Large clusters and/or community transmission	<ul style="list-style-type: none"> • No removal of social distancing or travel restrictions until a vaccine or herd immunity is in place

Scenario 2 is the plan for the 2020 season – Nova Scotia, then hopefully Maritimes.

Public Health Order

ORDER BY THE MEDICAL OFFICER OF HEALTH UNDER SECTION 32 of the HEALTH PROTECTION ACT 2004, c. 4, s. 1.

All persons who enter Nova Scotia must self-quarantine or self-isolate for a period of 14 days upon entry (except workers who are essential to the movement of people and goods).

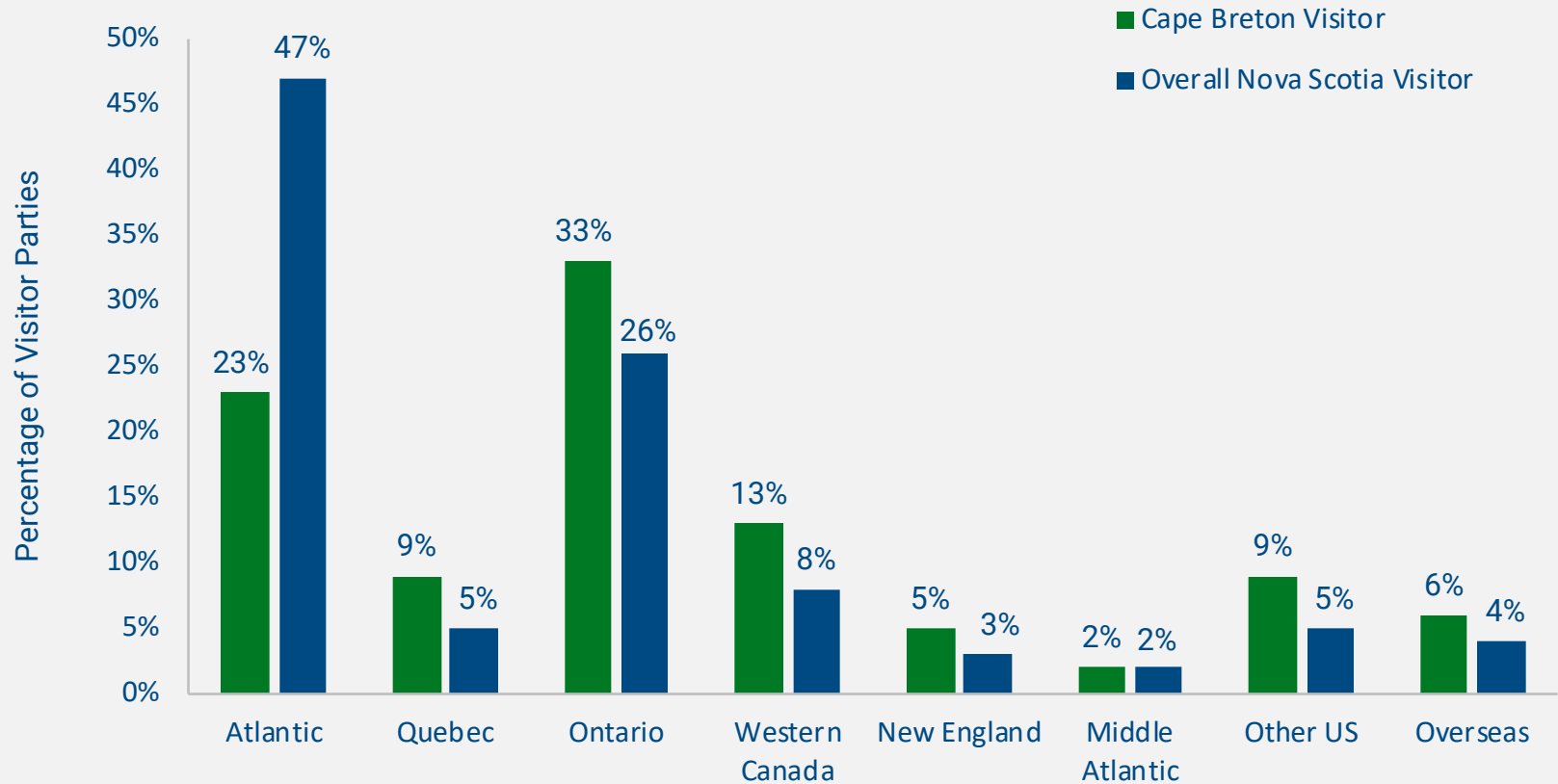
Police are authorized to enforce orders under the Health Protection Act related to self-isolation and social distancing, and can issue summary offence tickets for people who are not adhering to those orders.

Operators have a moral obligation to inform visitors of this order for the safety of your staff and your community.

Research



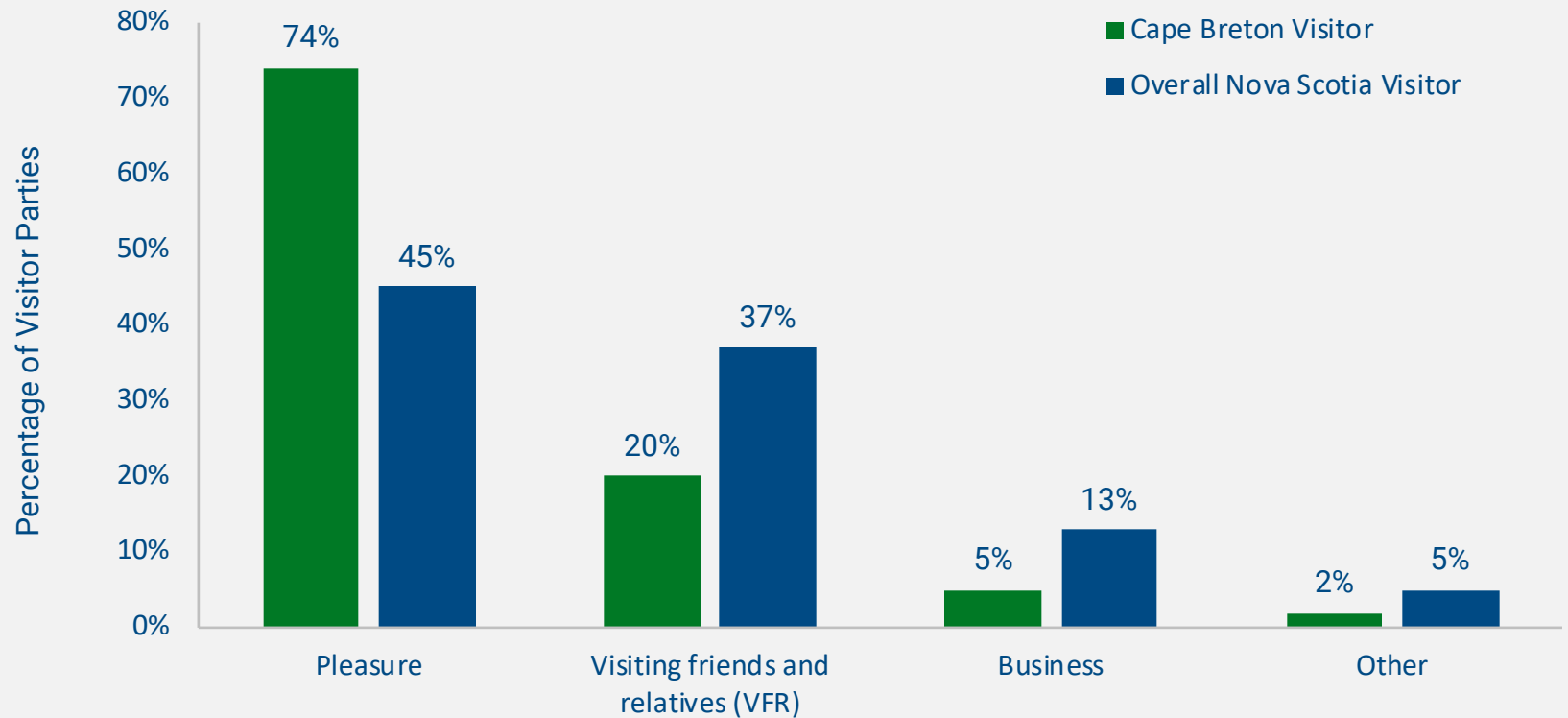
Visitor Origins



Source: Nova Scotia Visitor Exit Survey

77% of our visitors are from out of region in a typical year.

Trip Purpose



Source: Nova Scotia Visitor Exit Survey

We are a pleasure travel destination – a good position when there are limited vacation options.



Maritimes Market

Motivators

Cabot Trail

Outdoor adventure

Historical experiences / Gaelic culture

Segments

Empty nest couples 45+

Young adults 25-34

Channels

Empty nest couples – TV, Facebook

Young adults – search, Instagram

Visited Cape Breton before

89% for Mainland NS / 65% for NB / 80% for PEI

Average length of stay

3 nights for Mainland NS / 3.6 nights for NB & PEI

Resident Sentiment

	British Columbia (n=200)	Alberta (n=200)	Saskatchewan & Manitoba (n=200)	Ontario (n=601)	Quebec (n=409)	Atlantic (n=201)
From other communities near me	41%	47%	45%	39%	50%	62%
From other parts of my province	35%	39%	41%	33%	43%	54%
From other parts of Canada	17%	32%	22%	30%	35%	22%
From the United States	9%	15%	12%	13%	11%	14%
From other countries	9%	11%	10%	12%	10%	10%

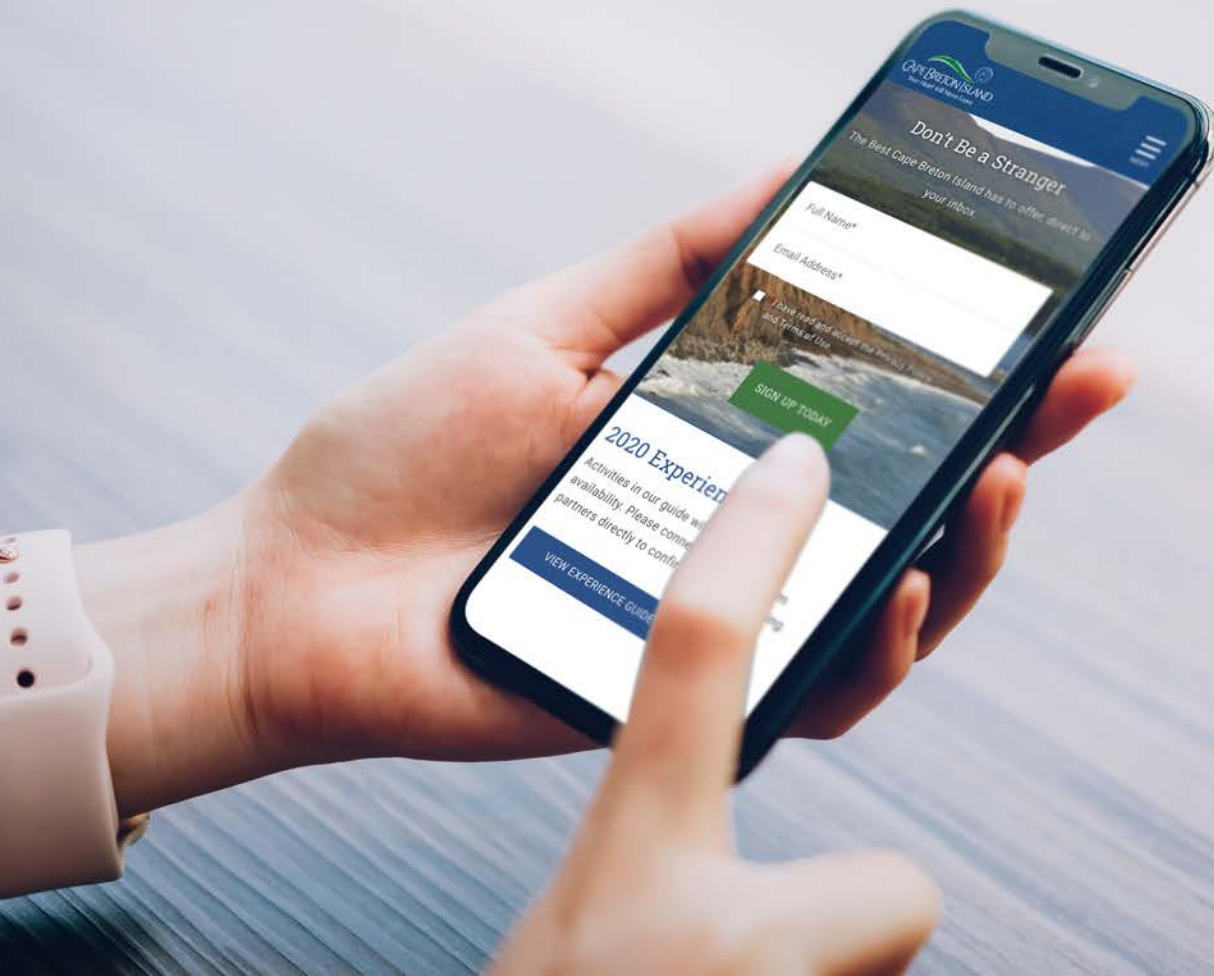
Green text indicates significantly higher than at least one other region @ 95% confidence

Red text indicates significantly lower than at least one other region @ 95% confidence

Source: Destination Canada Resident Sentiment tracking study, May 26, 2020

Atlantic Canadians are open to visitors from other parts of the province.
However, the openness is lower in rural communities.

Marketing Strategy





Experience Focus

Main Motivators

Cabot Trail

Outdoor (Hiking, Kayaking, Biking, Beaches, etc.)

Niche Categories

Golf

Motorcycling

Boating

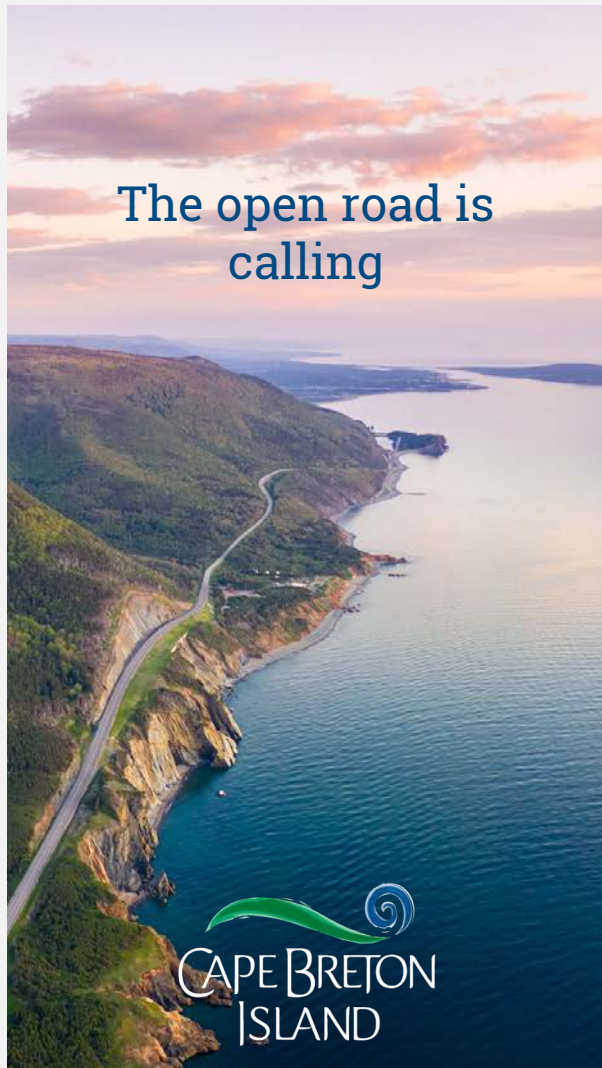
Fishing

Culinary (Lobster season)

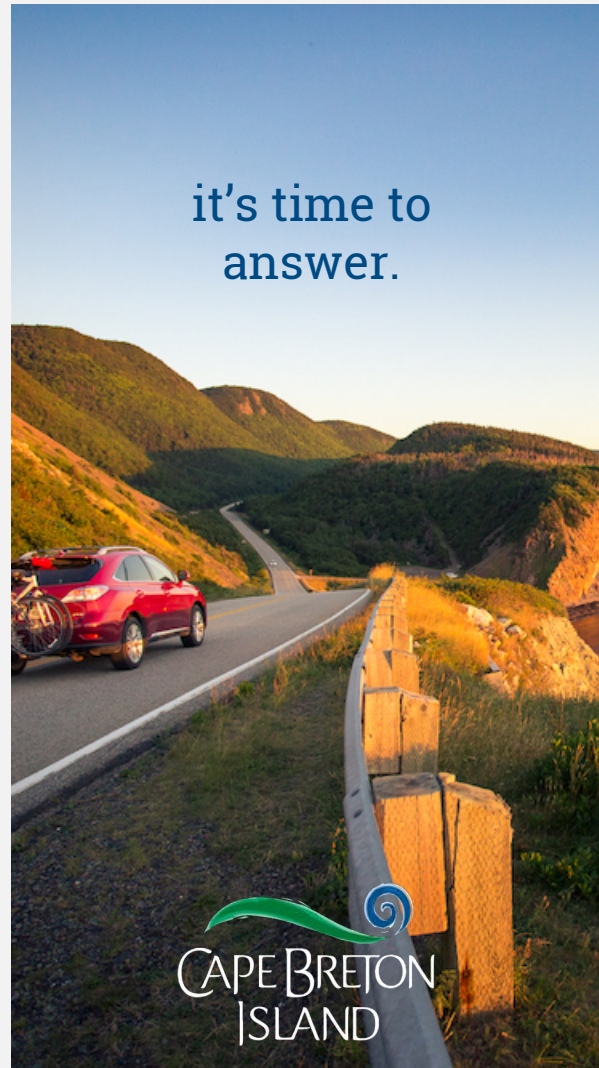
Creative Focus

- Remind people of the world-class destination that is in their backyard
- Appeal to the pent-up demand
- Focus on safety

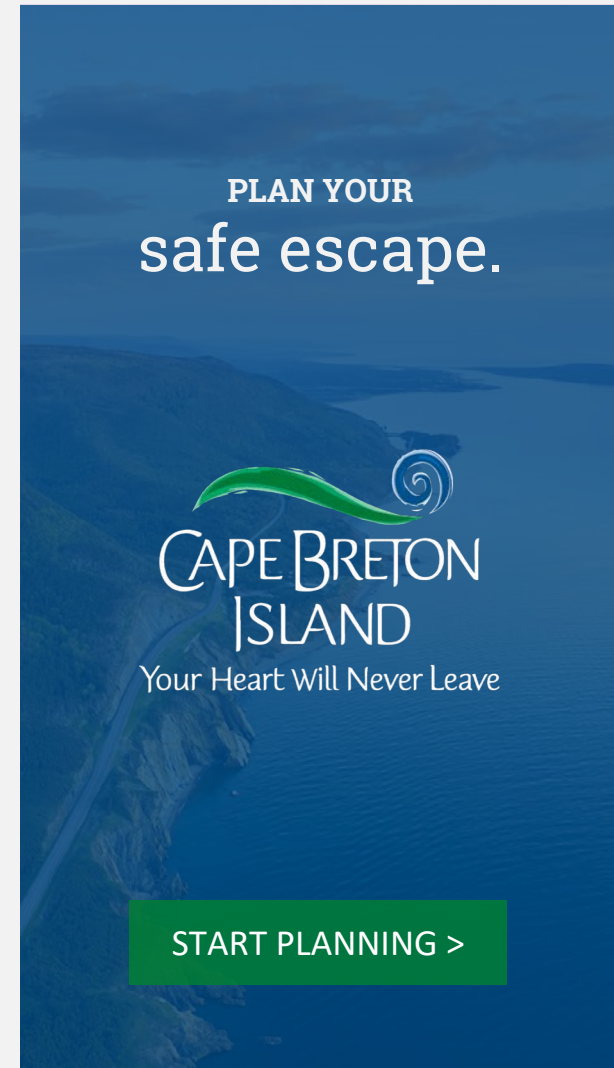
Mainland Nova Scotia / Maritimes Message



1



2



3

Cape Breton Staycation Message

Your heart's in the
Highlands



1

it's time to
join it.



2

reconnect
WITH YOUR ISLAND.



Your Heart Will Never Leave

START PLANNING >

3

Clean It Right



- Program being adapted by TIANS and will be released by the end of June
- Online training for staff on cleaning for COVID-19 – approximately 1-hour session
- Once complete, operators will receive door decals and logo files to provide confidence to visitors and community
- Designation will be marketed by Destination Cape Breton with logo on operator listings and information on the program on visitcapebreton.com, map, social channels

The Path to Purchase

DREAMING

Digital Marketing

- Display
- YouTube
- Social

Content (Hero)

- Hero video
- Influencers

TV

- Regional

PLANNING

Digital Marketing

- Category search
- Re-marketing
- Social

Content (Hub)

- Locals blogs
- Experience videos
- List-style content
- Operator listings

BOOKING

Digital Marketing

- Branded search
- Re-marketing
- Social

Content (Help)

- Locals blogs
- Itineraries
- Packages
- FAQ

EXPERIENCING

Content

- User-generated (UGC)
- Reviews

Collateral Material

- Map

Social Paid Ads

DREAMING

Top of Mind Awareness



PLANNING / BOOKING

Remarketing - Conversion



2 campaigns with specific messaging:

Geographic Targeting

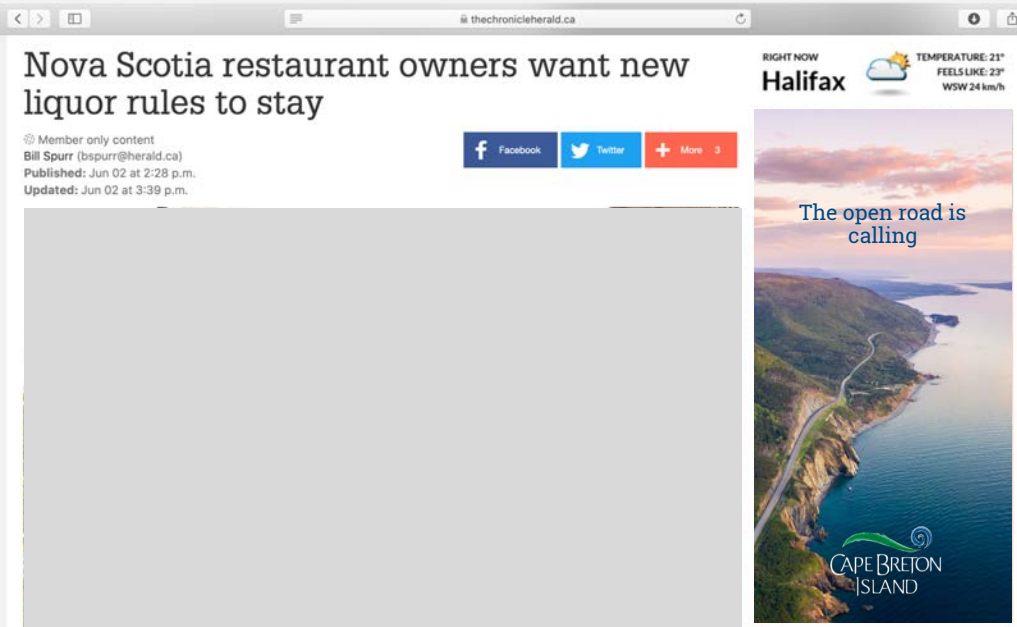
Cape Breton Island, Cabot Trail, Outdoor Adventure

Category Targeting

Outdoor Adventure, Hiking, Golfing, Sailing, Culinary, Motorcycle, Fly Fishing



Display Ads



2 campaigns with specific messaging:

Top of Mind Awareness

- Nova Scotia targeted with a travel affinity

Remarketing

- Targeting Nova Scotia audiences who have landed on category pages on visitcapebreton.com (golf, hiking, etc.) with category specific messaging



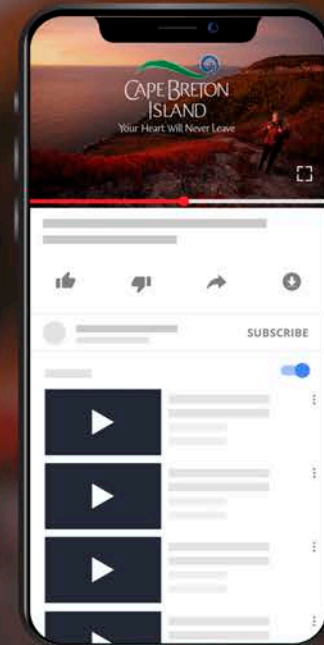
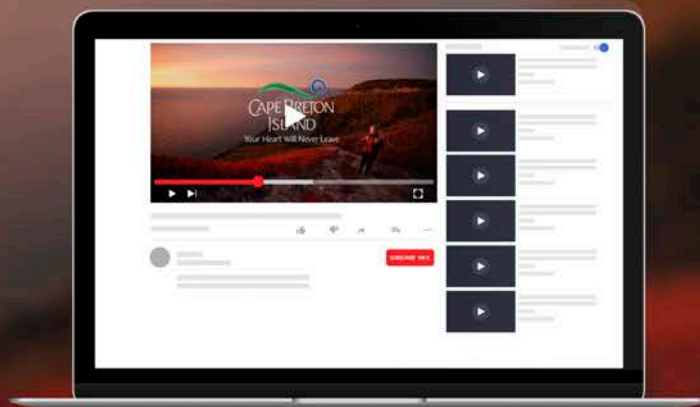
Television



- 7-week campaign on CTV starting June 15
- Nova Scotia targeted, but can scale to Maritimes when possible
- Pre-roll video on ctvnews.com/atlantic



YouTube

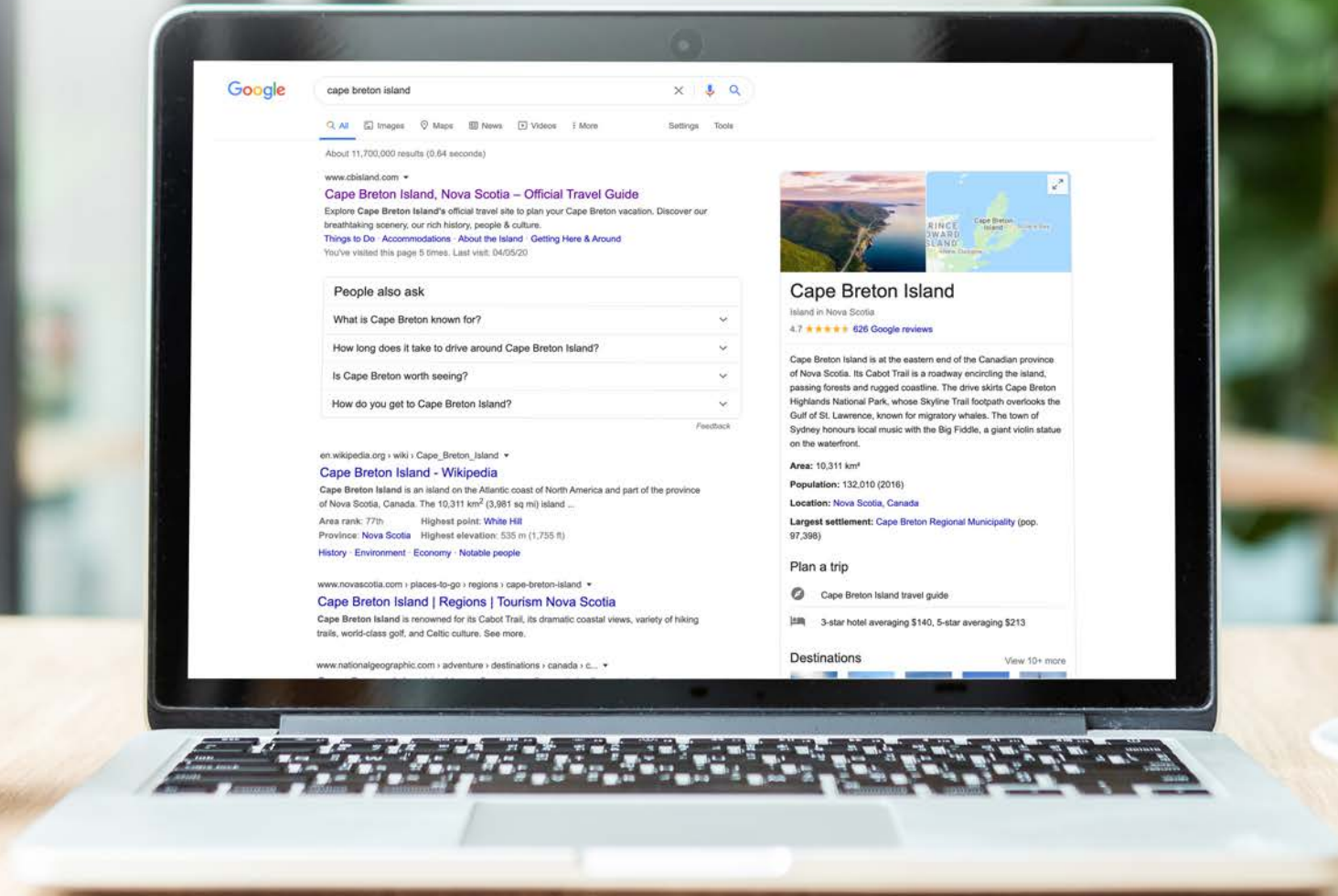


- Nova Scotia targeted
- Pre-roll 6-second bumpers + in-stream list-style videos
- Cabot Trail, outdoor



Search Engine Marketing

- Nova Scotia targeted
- Broad and branded search terms





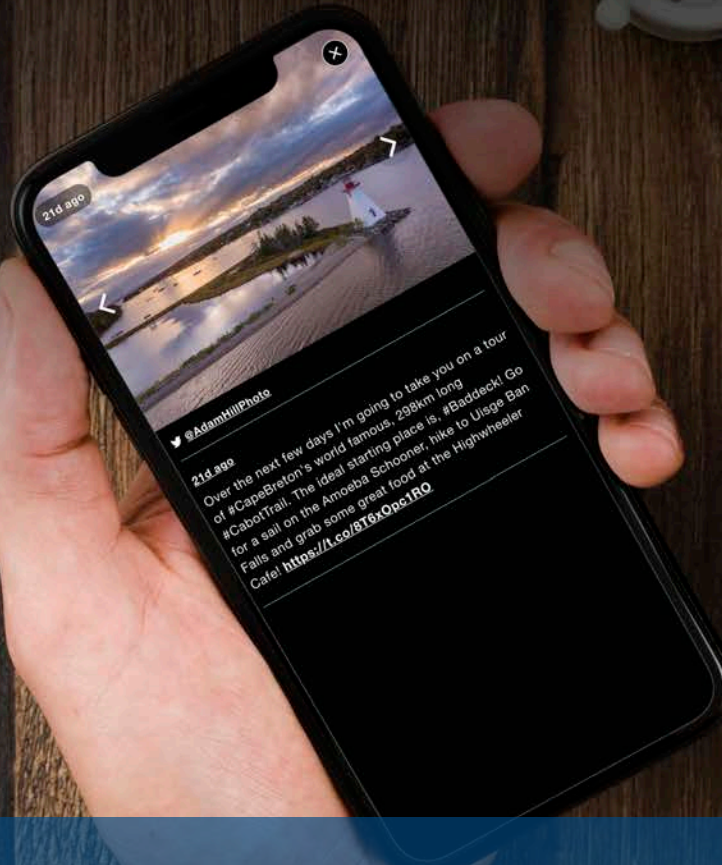
Visitor Map



- 20,000 copies
- Distributed through Provincial and Cape Breton VICs
- Clean It Right and Covid-19 information



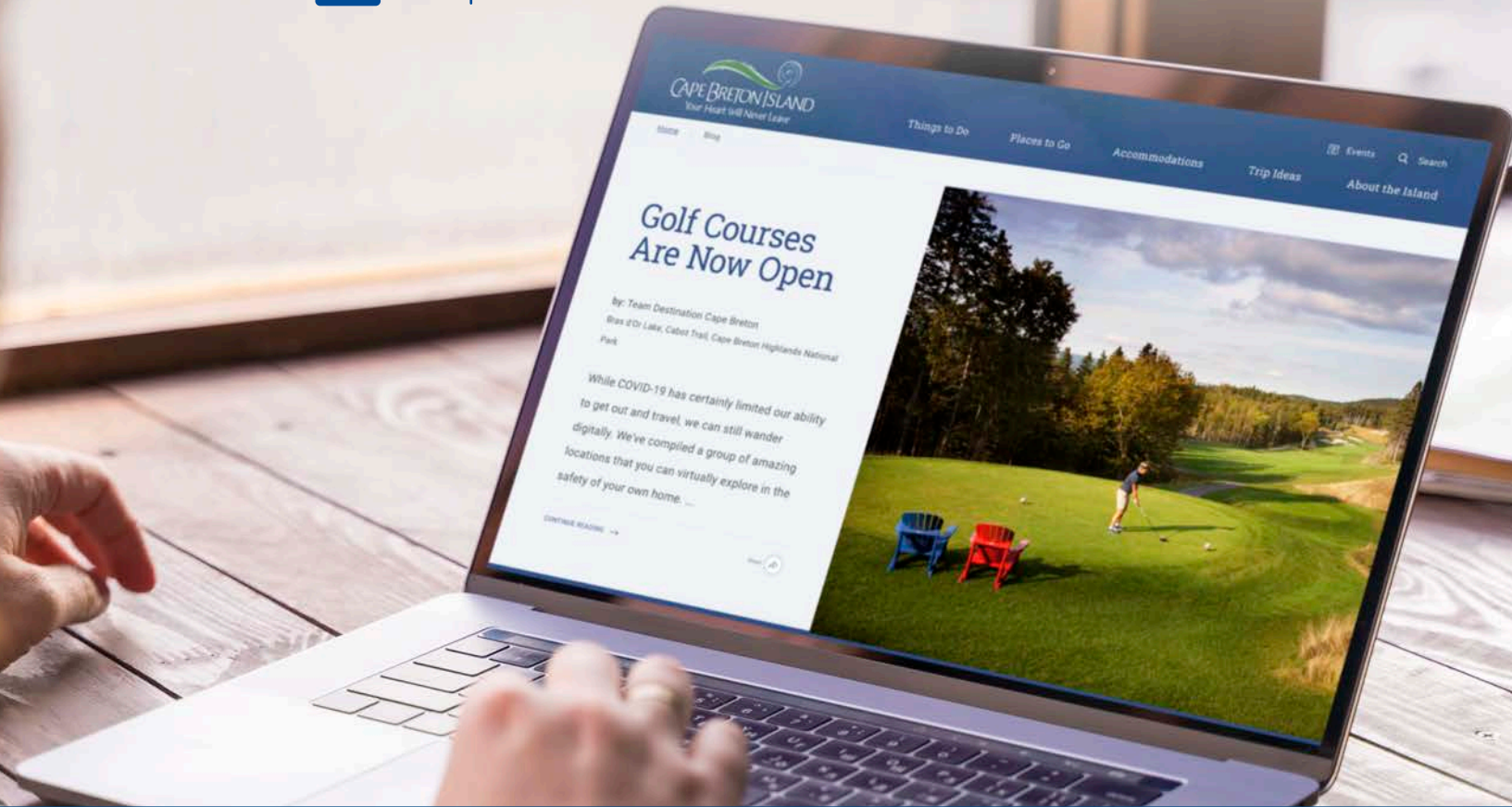
Influencers



- Choose Your Adventure
- Cabot Trail Challenge
- Hidden Gems
- Alex MacLean (East Coast Lifestyle)



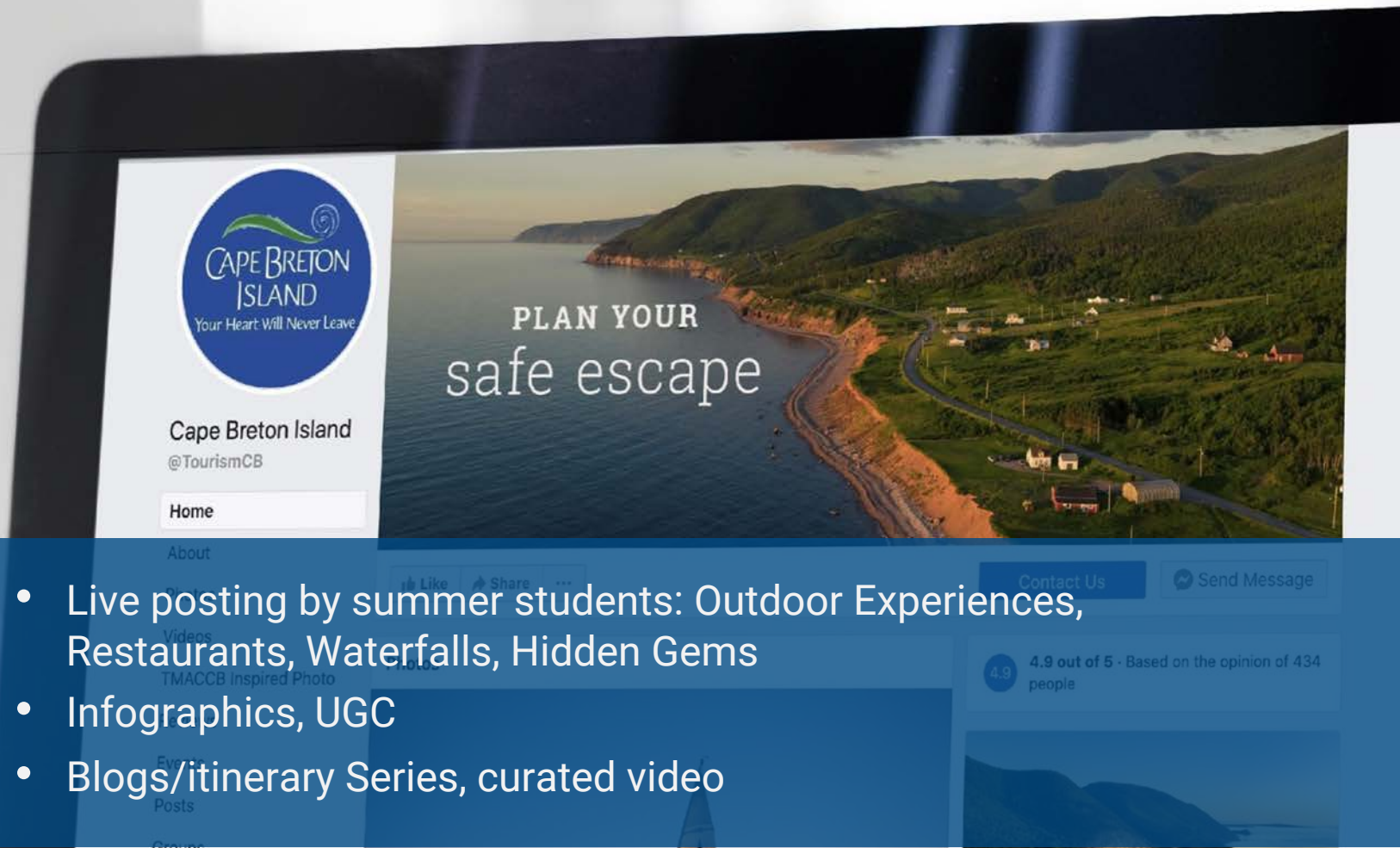
Content Plan



- 'We're Open' blog series
- Hidden Gem blog series
- Regions 3-day itinerary series
- New list-style videos: Waterfalls, Hiking, Beaches, Golf Courses, Hidden Gems



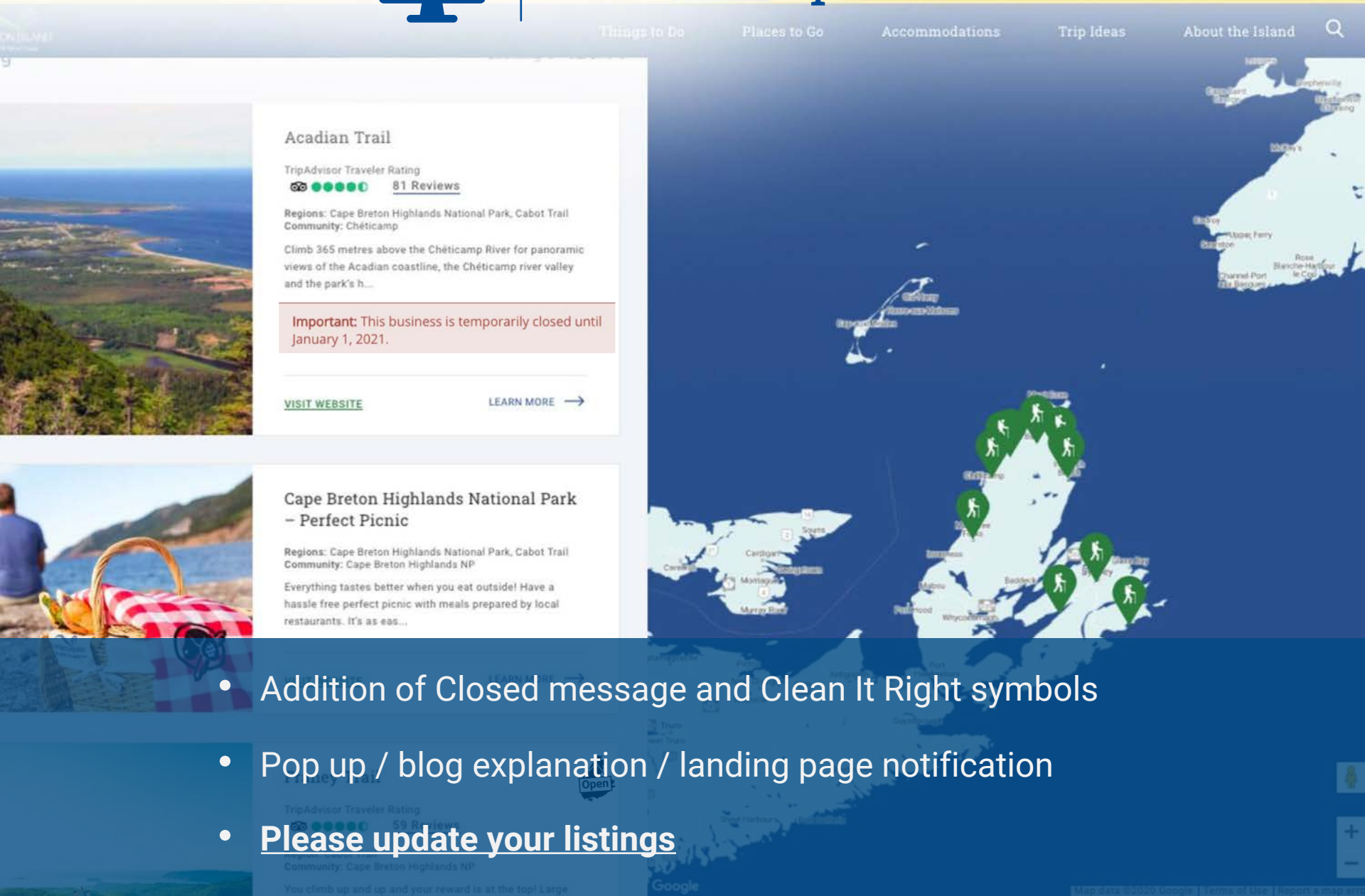
Organic Social Media



- Live posting by summer students: Outdoor Experiences, Restaurants, Waterfalls, Hidden Gems
- Infographics, UGC
- Blogs/itinerary Series, curated video



Website Updates



- Addition of Closed message and Clean It Right symbols
- Pop up / blog explanation / landing page notification
- **Please update your listings**



Visitor Information Centres

- Coordination – they are the local knowledge source
- Weekly updates: # of visitors, types of questions, etc.
- Shared Google document for industry updates

Questions?

