

## Frequently Asked Questions – New Digital Doers & Dreamers Guide Format

### **Why is Tourism Nova Scotia moving to a digital-only format this year?**

A digital format offers more flexibility at a time when the tourism industry is facing a lot of uncertainty due to the COVID-19 pandemic and resulting public health protocols. Right now, it is hard for businesses to say what they might be offering next year or what their hours might be. The digital format allows operators and organizations to update listings at any time throughout the year to reflect changes in hours of operation, cancellations etc.

Traveller requests for the print version of the Doers & Dreamers Guide have declined significantly in recent years as people plan their trips online, with a drastic drop in 2020 reflecting the impact of COVID-19 on travel. Demand for print materials is expected to continue to decline as COVID-19 public health protocols recommend reducing touch points.

The digital format is a one-year pilot that will be evaluated in 2021 to consider a permanent transition to digital-only in future years.

### **What will the new guide look like? Will it have business listings?**

We are currently developing the new digital guide. Eligible tourism businesses will still be able to list their business in the guide at no cost. Complimentary business, package, experience, and event listings will also continue to be available on NovaScotia.com.

Recognizing the financial constraints facing the tourism industry, the 2021 guide will not offer paid advertising opportunities; as conditions improve, this option will be re-introduced.

### **What tools will visitor information centres use to help travellers plan their trips?**

In addition to the new digital guide, travel counsellors will have access to NovaScotia.com, the Nova Scotia Road Map, and websites and printed materials produced by industry.

### **What tools will be available for travellers to plan their trip before arriving in Nova Scotia?**

Tourism Nova Scotia will be promoting NovaScotia.com and the Doers & Dreamers digital guide to travellers through our marketing channels. Travellers can use these tools to find inspiration and information to help plan their trip before arriving in Nova Scotia. Travel counsellors at the Tourism Contact Centre are also available for trip planning assistance by phone or e-mail.

### **What about visitors who don't have electronic devices or are travelling to areas where there is poor/no Internet or cell coverage?**

Tourism Nova Scotia will promote the digital guide through our marketing channels and encourage people to download the digital guide to their device before leaving home, so internet access won't be an issue. Travellers can also download the guide at visitor information centres. In addition, travellers will still have access to the Nova Scotia road map and printed materials produced by industry.

### **Will there be a French guide?**

Yes, Tourism Nova Scotia will produce the digital travel guide in English and French.