

“There is only one thing in the world worse than being talked about ... and that is not being talked about “

Oscar Wilde



Nova Scotia is dedicated to maintaining its valuable relationship with travel media throughout the world. We can provide assistance with your research, itinerary planning, image requirements, provide contacts, as well as general information on touring and press trips. Our Travel Media Officers are here to provide you with a number of services and programs to make it easy for you to learn more about this special province.

CONTACT US!

Nova Scotia
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Services Offered

Media Kit

Our media kit is customized to your request and contains the latest information such as Nova Scotia Facts and Figures, Highlights, Story Ideas, Festival and Events, Nova Scotia Doers and Dreamers Guide, Provincial Maps, Golf Nova Scotia Guide, Taste of Nova Scotia Program Guide and Regional Tourism Association Guides. A full media kit is available online or as a hard copy upon request.

Research and Destination Information

We offer a collection of reference materials, offer fact checking and we can also assist with information and research requests as well as an extensive library of photos from around the province. These images are available for viewing at our website. If you see something you like, we can send it to you. If there isn't an image that meets your need you can contact us directly with your request.

Press Trip Program

For individual press trips, Nova Scotia can help to develop an itinerary for qualified media. We can coordinate accommodation, attraction admission, outdoor activities, interviews, partner introductions, ground transportation, meals. For group press trips, please enquire as we have several impressive itineraries to choose from.

PLEASE NOTE ...

* All applications must be accompanied by the following:

- a letter of assignment or reference to minimum of 3 locations with the potential to run/feature your story
- copies of 3 of your recent published stories

* Media travel request is available only to those whose trip will provide appropriate coverage of the destination.

* If accepted, airfare is to be booked by the participants and will be reimbursed based on economy fares only. Excess baggage fees will not be covered.

* Trips are limited to a maximum number of people as indicated, with preference given to those individuals who can best help us maximize our ROI in our target markets. The success of our press trips is because we keep them small and intimate and allowing for options and flexibility as we do not use motorcoaches for transportation.

* Participants will be accepted based on an "application" process which will be reviewed taking into consideration physical location, past articles, and the ability to get articles / assignments in publications relative to our target markets / product areas. Confirmation of participation expected no later than April 30, 2010.

* Certain activities may require a minimal level of physical abilities

* The Nova Scotia Department of Tourism, Culture & Heritage has the right to refuse any applicant.

MEDIA TRAVEL REQUEST

If you are interested in conducting a press trip to Nova Scotia, please contact us!

Name: _____

Address: _____

City: _____

Province/State: _____

Postal/Zip: _____ Phone: _____

Email: _____

On staff/assignment for OR possible article pitches for: _____

Circulation: _____

Market Reach: _____

Any food allergies we should be aware of: _____

Signature: _____

Please fax or email your request to

Pam Wamback ~ Nova Scotia Tourism, Culture & Heritage

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