



Marketing Opportunities from DSWNA!

Help put the 2010 travel guide together in your region!

Take a moment to fill out this survey for a chance to win free online advertising from DSWNA

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- Tourism Industry News - 2009 Tourism Summit... and more
- * Please note: all invoices will be submitted to partners via email where possible



Regional Travel Guides 2010

Destination Southwest Nova Association has recently announced a new approach to the Regional Visitors Guide. The change was brought about through encouragement from the Department of Tourism, Culture and Heritage and through discussions with the other Destination Marketing Organizations in the province. Yarmouth & Acadian Shores developed a guide last year and in 2010 the Fundy Shore & Annapolis Valley and the South Shore regions will follow suit and produce individual, complimentary regional guides.



In order to ensure that the guides produced are true representations of the needs and wishes of the travel industry in the area's we are inviting industry partners to work with us to develop them. We are looking for your assistance and direction as to the Guide's content, format, style and priorities. When your knowledge of, and passion for the Bay and the Annapolis Valley are brought to life in the Guide, our visitors' experiences will be enriched, resulting in longer stays and more return trips.

To participate, please join us for the meeting in your region: **South Shore**: November 26th, 1:00pm, DSWNA Office, 18 Dufferin St. Lunenburg. **Fundy Shore**: November 27th, 10:30am, Annapolis Digby Economic Development Agency, 86 Atlantic Avenue in Cornwallis. **Annapolis Valley**: November 24th at 10:00am, Kings RDA office, 35 Webster St in Kentville.

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Web-ads on www.destinationsouthwestnova.com

If you haven't taken the opportunity to check out the new web-ad program on the Destination website, now is a fantastic time to do so. We are offering a **FREE TRIAL PERIOD** until December 31, 2009 on a first come basis as space permits. Don't delay, call now to get your space and try out a fabulous campaign.



Front Page Ad – large, prominently located, animated banner ad in a constantly rotating (every 30 seconds) pool of 30 ads. Thousands of views a week!! Click links the visitor directly to your own website or page of your choice. Full tracking statistics available quarterly. **Regular Price \$100 / 6 month period.**

Feature Page Ad – medium size animated banner ad, prominently located at top of content area in one of 15 NEW Feature Pages in the “What To Do / Experiences” section of the website. Each page will feature 3 ads in rotation (every 30 seconds). You can purchase ads on any feature page that suits your business type – Golfing, Markets & Farms, Outdoor Adventuring, etc. **Regular Price \$25 / 6 month period.**

Contact Kevin Estey at kestey@dswana.com to book your ad!

Ads can be provided by the customer according to our specifications, or can be created by our designer (at an additional cost). All ads are subject to [specific visual and message criteria](#) –we reserve the right to refuse any ad we deem does not meet these criteria.

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Municipal & Community Pages Update

As part of our ongoing work to refresh our website content and provide visitors with the most accurate and up to date information, we are revamping all existing community pages and creating new Municipality Pages for the “Explore The Area” section of the Destination website.



We encourage each community, town and municipality in the region to gather together a handful of images, including crests and logos and a few paragraphs of text that best describes the most important and interesting aspects of your area, and to send them to Kevin Estey at kestey@dswana.com, to be included in this refresh.

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2010 Southwest Nova See & Do Guide Maps Now Booking

Don't Delay- 20% Early-Bird Booking Discount Available NOW.



With the tremendous success of the five regional See & Do Guide Maps released in Southwest Nova this season, DSWNA and Kevin Estey Design of Wolfville are pleased to announce that the partnership will continue and bookings for the eight 2010 Guide Maps are now open. Complete booking information, participation forms, remaining space charts and payment options are available 24/7 at the <http://www.seeanddo.ca> website. Don't delay or you may miss the opportunity to showcase your tourism related business or service in a beautiful full colour Guide Map for as little as \$75.

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Southwest Nova Scotia Website

Help keep your Destination Southwest Nova Association website current: submit any interesting facts/trivia about the area, itineraries, photos or videos that you feel would be helpful in attracting to

potential visitors. Please send them to kestey@dswna.com.

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