



EXPORT Travel Trade Program

2023

TOURISM
NOVA SCOTIA 



WHAT IS THE EXPORT TRAVEL TRADE PROGRAM?

Position your business to attract national and international visitors as travel continues to recover. Through the EXPORT Travel Trade Program, you'll receive one-on-one coaching to enhance your business strategy and to help you build relationships with travel agents and tour operators who specialize in bringing in travellers from Canada, the US and other international markets to Nova Scotia. Becoming an export-ready business will allow you to leverage these relationships to sell your product or services to national and international travellers.

Tourism Nova Scotia will connect up to 10 tourism businesses with expert coaching to help attract visitors and grow their business through the domestic and international travel trade channel. Expanding on the [Atlantic Canada Travel Trade Readiness Program](#), EXPORT will pair tourism businesses with a coach who will provide practical advice in planning, product development, operations and sales strategy. The program will work with businesses that are new to working with the travel trade, as well as those who have some experience working with these partners, to take steps to grow the export side of their business, with a focus on sales planning for 2023 and beyond.

HOW DOES IT WORK?

Selected partners will meet with an experienced consultant to identify business goals and evaluate the business' readiness to sell through travel trade distribution partners, such as receptive tour operators (RTOs), inbound tour operators (ITOs), wholesalers, and retail travel agents. The consultant will provide an in-depth business assessment and work with participants to develop a detailed action plan to position their businesses for shifting markets. The consultant will continue to be available to the businesses over a six-month period to help participants establish travel trade partnerships. Selected partners will be presented a variety of business development approaches and opportunities.

There is no fee to participate in this program in 2023.



WHAT ARE THE BENEFITS OF PARTICIPATION?

Many international travellers to Nova Scotia book their trips through travel trade channels, such as tour operators and travel agents. International and domestic tour operators are interested in promoting Nova Scotia tourism products and experiences. Working with the travel trade provides an opportunity for tourism businesses to reach more customers and establish relationships with partners that will bring new visitors year after year. Tourism Nova Scotia works to raise awareness of the province in key international and national markets by facilitating sales opportunities for businesses that are ready and able to work with travel trade partners. Businesses that successfully complete the program may have the opportunity to be featured in Tourism Nova Scotia's future sales initiatives. This program will also prepare partners to participate as a seller at Atlantic Canada Showcase, a buyer-seated marketplace designed especially for the group tour, fully independent travellers (FIT) and specialty travel industry being hosted in Charlottetown, PE from October 2-4, 2023. Applications will be accepted until September 30, 2023 or until all spaces are filled, whichever is sooner. However, if you are interested in completing this program to qualify for the Atlantic Canada Showcase, you must apply by April 30, 2023.

WHO IS ELIGIBLE?

Nova Scotia tourism businesses that have completed components of the Atlantic Canada Travel Trade Readiness Program (such as a travel trade workshop or [webinars](#), or self-guided work through the toolkit) or those that have experience selling through the travel trade are eligible to apply.

Businesses must be knowledgeable about the travel trade and show a willingness to take steps to engage travel trade distribution partners. Businesses and organizations must have been in operation for at least one year and be in good standing with the provincial Registry of Joint Stock Companies. Accommodations must be registered with the [Tourist Accommodations Registry](#).



EVALUATION CRITERIA

Applicants must demonstrate they are ready and able to implement or expand on policies and business practices necessary to work with travel trade partners, such as booking policies, rate schedules, etc. To be considered, applicants must satisfy eligibility criteria and must also:

- have relevant products, services, and experiences on novascotia.com and their business website
- offer, or be willing to offer, net rates or commissionable rates to tour operators and travel agents
- availability to provide confirmed rates at least one year in advance of potential bookings
- allocate, or be willing to allocate an allotment/inventory (rooms, tour dates, etc.) to travel trade partners for the upcoming booking season and/or be available to respond to inquiries within 24 hours, year-round
- have an online booking system and policies
- have a dedicated, year-round travel trade contact person (i.e. salesperson, owner, etc.)

EVALUATION PROCESS

Applications will be reviewed by a panel from Tourism Nova Scotia. Although an applicant may be eligible, eligibility does not guarantee acceptance into the program. The program involves a competitive application process. It is anticipated that applicants will be advised of the result of their application within four to six weeks.

HOW TO APPLY

Interested tourism operators are invited to complete the online application.

Application: EXPORT Travel Trade Program - Online Application | Tourism Nova Scotia (tourismns.ca)

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PROGRAM CONTACT

For more information about the EXPORT Travel Trade Program, Atlantic Travel Trade Readiness Program, or application process, please contact:

Natalie Shaw

Market Development Coordinator

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PROGRAM CONSULTANT

Eva Gutsche is managing director of STEM Consulting & Marketing Inc. Eva has been delivering the Atlantic Canada Travel Trade Readiness program throughout the region since 2017. Through these workshops, webinars, and one-on-one mentorship, she has helped many tourism businesses in Atlantic Canada expand their business to attract visitors from US and overseas markets. In addition, Eva provides a variety of consulting and facilitation services to help hospitality and tourism businesses increase performance.

Eva has hands-on experience as a tourism supplier working with the travel trade and 18 years of facilitation experience. She has an MBA from Simon Fraser University, a diploma in Hospitality Administration and Services from Centennial College, completed a program at Cornell University in Leadership and Revenue Management, and is an Explorer Quotient© accredited trainer with Destination Canada.

With her combination of facilitation experience and direct knowledge of the travel trade, Eva will guide participants in developing an action plan to generate sales.