

EMERGING DESTINATIONS PROGRAM 2024-2025



What attracts travellers to your community? Increase your destination profile and awareness in collaboration with Tourism Nova Scotia.

The Emerging Destinations Program helps communities identify and position your most compelling tourism assets, such as attractions, experiences, food and drink, events, and accommodations, to increase awareness with potential travellers.

Tourism Nova Scotia (TNS) is seeking municipalities, chambers of commerce and business associations interested in collaborating to maximize tourism opportunities in one season, preferably fall or winter, with late-summer also eligible. TNS will consider applicants based on the community's ability to host visitors, community leadership for tourism opportunities, availability of differentiating tourism products, and community's ability to provide online resources for visitors to plan a trip. The Emerging Destinations Program is part of the Compelling Tourism Communities Initiative.

Program partners will benefit from:

- Coaching using tools and resources to identify and position your most compelling tourism products and develop a tourism action plan;
- Exploring opportunities to maximize or extend a tourism season;
- Target market research insights for regional travellers;
- A travel media/influencer visit to generate new photos and digital content to increase the profile of seasonal tourism products (such as a social media post and a new story/travel itinerary on NovaScotia.com).



AREAS OF FOCUS

Partners will receive coaching through the following steps:

STEP 1 - Destination Dynamics & Your Visitors: Choice of an in-person or virtual meeting organized by the partner and facilitated by TNS. Gain insights on travellers, explore your community capacity to host, and identify your most appealing tourism product and experiences, including ways to best position your destination to travellers.

STEP 2 - Tourism Action Plan & Seasonal Itinerary Development: Discuss short term goals to increase awareness and appeal, including ways to leverage TNS resources and channels. We will also confirm the compelling tourism products to be featured in a seasonal itinerary for your destination to guide a travel media/influencer visit to your community, providing an outline for a featured story on NovaScotia.com.

STEP 3 - Increase Destination Profile: Focussing on one priority season, we will help increase your community's profile through TNS channels with a regional travel media/influencer visit to create:

- New photography;
- Seasonal travel media/influencer story and/or post;
- Boosted content to further increase awareness.

Content may be used by TNS in marketing activities and uploaded to the TNS digital content library (Simpleview) to share with approved tourism industry partners. Content creation and boosting are at the discretion of TNS.

TNS is committed to advancing equity, diversity, inclusion, and accessibility (EDIA) in Nova Scotia, and we support partners who share in this commitment. We will prioritize applications from organizations that are managed by equity-seeking groups or include activities that help give a voice to these communities. For example, preference will be given to applications from Mi'kmaw and African Nova Scotian organizations and communities working with tourism businesses.



Inverary Resort, Baddeck



TNT Outdoor Adventures

REQUIREMENTS

Emerging Destinations Program partners must:

- Have been in operation for at least one year, and be in good standing with the Nova Scotia Registry of Joint Stocks, as applicable, and the Province of Nova Scotia. TNS is a division of the Department of Communities, Culture, Tourism and Heritage.
- Represent a community offering a tourism cluster with a minimum of five market-aligned businesses and attractions, including a unique place to stay, somewhere to eat local flavours and something to do. Preference will be given to product clusters focussed on fall or winter, but will also consider late-summer;
- Agree that businesses and tourism product featured through the program must have a listing (or qualify for a listing) on [NovaScotia.com](https://www.novascotia.com) and meet all required permits, licenses and permissions to operate, such as a tourist accommodation registration for accommodations;
- Demonstrate interest in championing a destination and willingness to support the profile of compelling or differentiating tourism product to travellers in Nova Scotia and the Maritime region;
- Have the ability to commit time and energy to coordinate a community meeting of tourism stakeholders as well as inform, advance and complete program deliverables by March 2025;
- Agree to take part in program meetings with a TNS tourism development advisor; and
- Agree to report milestones and program feedback to TNS.

Successful applicants will enter into a written contract with TNS and be required to deliver on the activities as jointly identified. Partner contribution includes time and community coordination to achieve outcomes as mutually agreed to in the Letter of Agreement. TNS may, in its sole discretion, determine that a proponent is not eligible.



Town of Amherst



Clam digging near Musquodoboit Harbour

APPLICATION PROCESS

Each applicant will be assessed for best fit with program guidelines for 2024-25. All successful applicants will be contacted to further discuss the program with TNS staff. Although an applicant may be eligible, eligibility does not guarantee acceptance into the program. If the application is successful, some or all of the requested activities may be supported. Advice on the outcome of your application is available after a formal decision has been made and communicated to you in writing.

Preference will be given to geographic areas and or groups that are underrepresented, such as Mi'kmaw and African Nova Scotian communities, and/or groups focussed on extending the tourism season in fall and winter.

HOW TO APPLY?

Municipalities, chambers of commerce and business associations are invited to complete the online application form at: <https://tourismns.ca/ctc-programs-emerging-destinations/application>

Applications are open until **Wednesday, May 8, 2024 at 4:00 p.m.**

EVALUATION

Applications will be reviewed by a panel of experts from Tourism Nova Scotia and our Agency of Record.

PROGRAM CONTACT

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