



TOURISM
NOVA SCOTIA 

INSPIRING CONTENT
PROGRAM



Inspiring Content Program

Program Overview

Tourism Nova Scotia's Inspiring Content Program provides Nova Scotia tourism businesses and tourism-related organizations with an opportunity to co-invest with Tourism Nova Scotia (TNS) in quality photo and video content. Tourism Nova Scotia and our Marketing Agency of Record manages the scheduling and production. Content will be captured in a way that appeals to Tourism Nova Scotia's target visitor segments – Cultural Explorers, Authentic Experiencers, and Free Spirits. [Click here](#) to learn more about these visitor types.

The minimum partner investment is \$5,000, and Tourism Nova Scotia will match the partner's investment.

Who is Eligible?

Tourism businesses and tourism-related organizations. For example, destination marketing organizations, business consortiums, and associations. All applicants must be in good standing with the provincial Registry of Joint Stock Companies.

Apply Today

Application deadline is [Friday, February 17, 2017](#). Tourism Nova Scotia is asking applicants to pitch fresh content ideas and concepts that will showcase the types of experiences visitors can have in Nova Scotia. Complete the application online at tourismns.ca/inspiringcontentprogram.

Evaluation

Applications will be reviewed by a panel of content marketing experts from Tourism Nova Scotia and our Marketing Agency of Record. Partners will be selected based on content needs, the uniqueness and appeal of the concept, and budget.

Selected applicants will be invited to participate in a meeting to discuss the content concept(s) and determine how best to proceed.

Program Contact

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