

## 2018 EXCELLerator Program Partner Application Form

Organization

Provincial Joint Stocks Registry number

To locate your number, please visit the [Nova Scotia Registry of Joint Stock Companies website](#).

First Name

First name of project lead for the business.

Last Name

Last name of project lead for the business.

Contact with signing authority (if different from above)

Phone Number

Email Address

Full Mailing Address

Website

Please enter your full website URL, i.e. <https://www.mytourismbusiness.ca>

Are there any outstanding or pending claims / litigation against your business or businesses your organization represents?

Yes

No

If yes, please explain below.

**Experience Development: 50%**

Select one of the 15 experience concepts from EXCELLerator Program Guidelines:

Concepts developed in 2016 or 2017 are indicated with an asterisk.

How will you bring the WOW, making this experience concept shine as uniquely Nova Scotian and world-class?

If you selected a concept that was developed in 2016 or 2017, how will your experience differ from the 2016/17 partner offering?

Share your plans to showcase how this experience is different from what visitors can enjoy closer to home.

Focus on visitors from out of province/country.

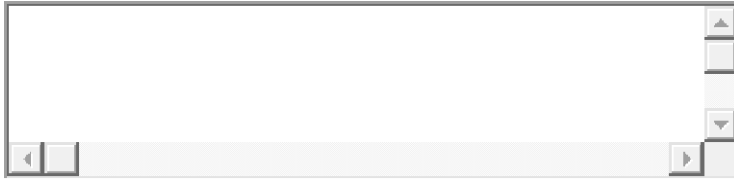
Tell us how your creative approach aligns with and reinforces Tourism Nova Scotia's focus on the Free Spirit visitor segment.

Please refer to [program guidelines](#) "Who's our Target Market?: The Free Spirit Traveller"

How will your experience engage the Free Spirit visitor in a meaningful, relevant, memorable and authentic way?

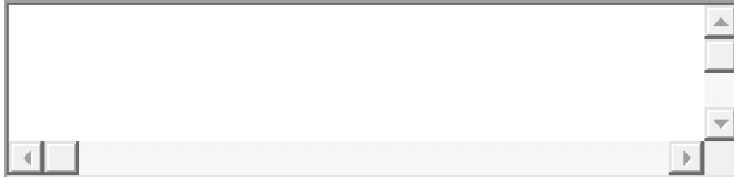
A large, empty rectangular text area with a light gray border. On the right side, there are three small square buttons with upward, middle, and downward arrows. On the bottom left and right corners, there are small square buttons with left and right arrows, respectively.

Describe the benefits to the visitor.

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**Capacity to Deliver: 35%**

Describe your business' capacity to offer a world-class experience.

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Is the experience delivered by your staff or is the experience delivered with/by a partner?

- Delivered by myself or my staff
- Delivered with/by a partner

Please identify any partners engaged in delivering this experience.

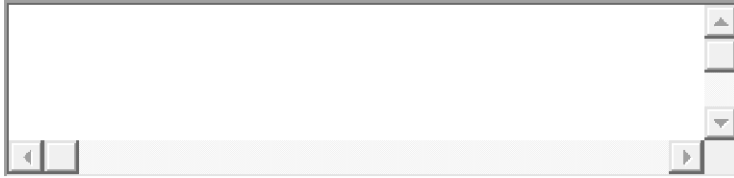
A single-line text input field with a light gray border.

Why is your business the best choice to offer this experience?

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Do you have the necessary permits, licenses, and infrastructure (i.e. land access) to offer the experience?

- Yes
- No
- Other

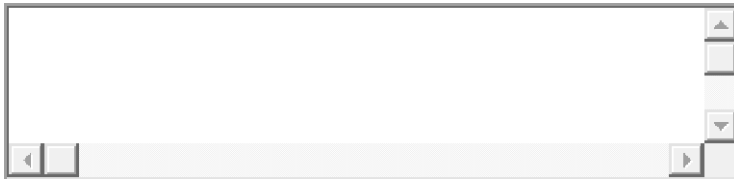


Do you intend to develop and test the experience by September 2018?

- Yes
- No

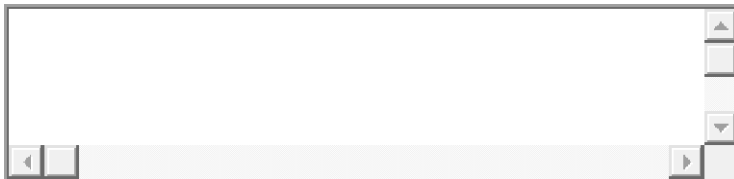
Do you intend to offer the experience for sale to visitors by 2019, a minimum of four times per year for at least three years?

- Yes
- No
- Other



How do you intend to close the sale?

- Through an existing online booking system
- Direct contact (i.e. phone, email)
- Other



Please provide an example of how you demonstrated success in providing a customer focused, creative, and engaging experience.

**Leveraging the Experience: 15%**

How will you take this experience to market, beyond Tourism Nova Scotia's promotional efforts?

Do you intend to use the marketing assets (i.e. photography/video) for paid advertising?

- Yes
- No

Please explain how you plan to use the marketing assets (i.e. photography/video) obtained through this partner program.

Is your business active on social media? If so, please include direct links to each of your business social media pages below.

- Yes
- No

Facebook

Instagram

Twitter

YouTube

Vimeo

Other social media channel(s)

Are you active on popular travel websites, such as Booking.com, Expedia, TripAdvisor, etc.? If so, please include direct links to your listings below.

Yes

No

Booking.com

Expedia

TripAdvisor

Other Travel Website(s)

### Program Expectations

Please acknowledge the following program expectations:

- I agree that the project plan will be developed during a discovery meeting with Tourism Nova Scotia. Projects will be customized based on specific experience(s) and Free Spirit EQ segment match.
- I intend to reach performance milestones set by Tourism Nova Scotia to continue through the entire program, including required reporting.
- I agree to cover a minimum of 50% of the costs (staff, materials, food, equipment, transportation, etc.) to deliver a staged experience for the photoshoot.
- I agree that the marketing asset element of project, including creative direction and production, will be managed by Tourism Nova Scotia.
- I agree to have my website content reviewed by the Tourism Nova Scotia team for market-readiness and Free Spirit EQ segment alignment.
- I agree that ideas submitted to this program are not confidential nor proprietary.
- I understand that more than one operator may be selected to deliver on an experience concept.
- I am responsible for the success of the experience. Tourism Nova Scotia has identified that the experience concept has Free Spirit segment appeal ONLY. I assume all risk and liability with developing and delivering the experience.

I agree

## Terms & Conditions

By agreeing to the above terms and submitting this application on behalf of the business(es) identified above, I certify that I am an authorized officer of the business and that the information provided in this application is true and correct to the best of my knowledge and belief.

I agree to have my application information shared with third party partners for the purpose of evaluation.

I agree to comply with the terms stated in the program guidelines, including reporting requirements.

I agree

**Note:** The privacy rights of online visitors to our Website are fully protected by Nova Scotia's Freedom of Information and Protection of Privacy Act. Any personal information collected from program applicants relates directly to the operation of programs and will not be used for any other purpose. To obtain access to or to correct personal information you have submitted, please contact Heather Yule, Manager, Experience Development at [heather.yule@novascotia.ca](mailto:heather.yule@novascotia.ca).