



## WHAT IS THE RADIATE TOURISM PROGRAM?

Develop and market packages that appeal to local and regional travellers with research, coaching, and marketing support from Tourism Nova Scotia (TNS). Expand your digital profile and sales opportunities.

We're seeking partners operating tourism businesses or attractions. If you're interested in creating and delivering travel packages, apply to access the TNS team of advisors for insights on regional markets, package development, positioning, digital ads and sales, as well as digital marketing support valued up to \$5,000. Together, we'll raise awareness of packages offered across the province and seasons, reaching local and Maritime travellers in 2021-22 (subject to COVID-19 health guidelines). Through the RADIATE Tourism Program, we'll invite travellers to do more in Nova Scotia.

A travel package combines two or more tourism activities, experiences, or products for a single price and point of sale to make it convenient and easy for travellers to purchase and plan their trip in Nova Scotia. Packages can also provide travellers with inspiration and access to new places or experiences. This is important, as research indicates that while local and regional visitors will naturally gravitate toward familiar places and experiences, they will welcome opportunities to discover new aspects of Nova Scotia.

Packages developed and marketed through this program will align with TNS research, including regional travellers' perceptions of what sets Nova Scotia apart from other Maritime provinces. Packages will uniquely showcase Nova Scotia in the areas of:

- · outdoor activities
- local flavours (NS food & drink)
- music, culture, and heritage
- seasonal opportunities (fall, winter, spring, and summer)

Packages could combine two elements offered by a single business or combine offers from two or more tourism operators partnering to deliver a package. It's important that packages are designed to align with the target market interests and preferences. For example, a package designed for the Maritime market could vary in duration from a few hours or up to three nights and include tidal bore rafting tour combined with a local meal. Or visitors could purchase a package offering a culinary cooking class featuring fresh Nova Scotia flavours and ingredients paired with a curated tasting of Tidal Bay wines.



# **HOW DOES IT WORK?**

Tourism businesses and attractions are invited to complete an online application outlining the unique and compelling Nova Scotia tourism package(s) they propose to deliver, identify preference for social media ads and/or display ads, and indicate plans to close the sale.

Based on opportunities identified in the application and a competitive scoring process, successful applicants will be supported with:

- target market research insights for the Nova Scotia and Maritime markets;
- development, packaging, and positioning insights for their product(s);
- guidance to increase capacity for digital marketing activities;
- paid digital marketing activities valued up to \$5000, including social media and/or display ads, to be executed by TNS.

Applications will be evaluated based on alignment with program guidelines, including priority product areas, competitive strengths and differentiators, and the ability of the partner(s) to leverage marketing and close the sale. Program partners are expected to leverage the packages developed through RADIATE on their marketing channels, including websites.

Please note, for social media marketing via Facebook, partners must have access to their organization's Facebook business manager. To confirm your access and obtain your Facebook Business Manager ID for your application, please see <a href="tutorial">tutorial</a>. Successful applicants who do not have access to Facebook Business Manager can receive instructions to pursue access or choose to execute digital display ads.

All project activities must be completed between the date of signed contract and March 31, 2022. Successful applicants and TNS will work together to identify priority marketing activities to be managed by TNS and our marketing agency of record. Digital marketing content development (such as influencers or photography) may be considered at TNS's discretion. Content created through this program may be used by TNS in marketing activities and uploaded to the TNS digital content library to share with approved tourism industry partners.



# WHO IS ELIGIBLE?

TNS is seeking partners who can collaborate to create and sell packages featuring unique ways for travellers to explore and experience our small towns and villages, cities, and icons like the Bay of Fundy, Cabot Trail, Peggy's Cove, Lunenburg, and Halifax waterfront.

Eligible partners include Nova Scotia tourism businesses and attractions operating for at least one year that offer, or are willing to create, purchasable packages which include a specific activity, product, service or experience that is authentic to Nova Scotia in one or more of the following categories:

## Local Flavours (NS Food & Drink):

- Award Winning Restaurants
- Craft Breweries, Distilleries & Cideries
- Fresh Seafood (including lobster, scallops, oysters, mussels)
- Nova Scotia Culinary Trails (Good Cheer Trail, Lobster Trail, Chowder Trail)
- Tidal Bay Wine/Wineries
- Vine/Farm/Sea to Table Getaway

## Music, Culture and Heritage:

- Acadian Experiences
- African Nova Scotian Experiences
- Artisan Experiences
- Bluenose Experiences
- Celtic Experiences
- Gaelic Experiences
- Live Performances by Nova Scotia Musicians
- Mi'kmaq Experiences
- National Parks & Historic Sites
- Provincial Museums
- UNESCO Sites

#### **Outdoor Activities:**

- Cycling the Harvest Moon Trail, Rum Runners Trail, Celtic Shores Coastal Trail
- Renowned Golf
- Island Kayaking
- Spectacular Coastal Hiking
- · Stargazing in the Dark Sky Preserve
- Surfing
- · Tidal Bore Rafting
- Unique Accommodations
- Beach or Boat Adventures available only in Nova Scotia
- Whale Watching

### Seasonal or Family-friendly Opportunities\*:

- Fall Colours
- Spring/Fall/Winter Getaways
- Uniquely Nova Scotia Fall Harvest Packages
- Family-friendly packages, year-round

\*All other categories can be considered within a seasonal or family-friendly package.









### **APPLICANTS MUST:**

- Demonstrate ability to offer an authentic Nova Scotia package that differentiates Nova Scotia from other Maritime provinces and appeals to regional travellers.
- Have been in operation for at least one year with a focus on marketing to travellers, and demonstrate engagement in established sales and marketing channels, including having a website, social media channels, and a NovaScotia.com business or attraction listing.
- Manage the delivery of the tourism package. Tourism businesses/attractions are responsible for any associated costs, meeting all requirements such as permits and licenses, partnership agreements, and risks/liabilities associated with delivering their tourism product, experience, and/or package.
- Demonstrate ability to sell the tourism package and commit to selling it in 2021-22.
- Be in good standing with the Provincial Registry of Joint Stock Companies, TNS, and the Province of Nova Scotia.
- Confirm access to the business or attraction's Facebook Business Manager to pursue Facebook
  advertising activities. To confirm your access, please refer to <u>tutorial</u>. If you do not have access,
  please note on your application.
- Be capable of making timely updates within two business days to the business or attraction's website, social channels, and online listings.
- Agree to track the project's success and report milestones/program feedback to TNS, such as number of bookings and visitor origin.



## **HOW TO APPLY**

Interested businesses can complete the online application at: <a href="https://tourismns.ca/radiate-tourism-program-application">https://tourismns.ca/radiate-tourism-program-application</a>

The application deadline is April 28, 2021 at 4:00 pm.

- When you submit your application, you will receive a confirmation e-mail that you should retain
  for your files. If you do not receive a confirmation e-mail, please contact Tourism Nova Scotia at
  tnscommunications@novascotia.ca to confirm receipt of application.
- Incomplete applications will not be scored.
- 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 marketing activities may be funded.
- Tourism Nova Scotia may, in its sole discretion, determine that a proposal/proponent is not eligible.
- Information submitted is not proprietary. Tourism Nova Scotia may have considered ideas similar to your concept.
- Advice on the outcome of your application is available after a formal decision has been made and communicated to you in writing.
- If successful, partners will enter into a written contract with Tourism Nova Scotia and be required to deliver on the activities as jointly identified.

## PROGRAM CONTACT

For more information about the RADIATE Tourism Program or the application process, please contact either:

Heather Yule, Manager – Experience Development <a href="https://heather.yule@novascotia.ca">heather.yule@novascotia.ca</a>

Peter Johnson, Manager – Market Development <a href="mailto:peter.johnson@novascotia.ca">peter.johnson@novascotia.ca</a>