

ANCHOR LONG-STAY PACKAGE PROGRAM 2021-22



TOURISM
NOVA SCOTIA 

Anchor Long-stay Package Program

Providing travellers with reliable, packaged support for extended stays in Nova Scotia

WHAT IS THE ANCHOR LONG-STAY PACKAGE PROGRAM?

Tourism Nova Scotia is seeking partners to develop uniquely Nova Scotia packages featuring accommodations and meals for the extended stay market, focusing on long-stay pleasure travellers and digital nomads.

Apply to align existing packages or create new packages with reliable supports that make it convenient and appealing for Canadian travellers to come to Nova Scotia for longer stays, including any potentially required isolation period and beyond.

Partners will receive market research and package development resources, as well as marketing support from Tourism Nova Scotia (TNS).

Through the Anchor Long-stay Package Program, we'll collaborate to invite travellers to take an extended stay in Nova Scotia. The program aims to:

- increase the quantity of extended stay packages available in Nova Scotia through new package development, enhancement of existing packages and clustering of long-stay product
- strengthen the appeal of Nova Scotia long-stay packages by aligning with the latest market research and Nova Scotia's competitive strengths as a destination
- increase the profile of partners offering long-stay packages through a new extended stay landing page on NovaScotia.com supported by a TNS-led marketing campaign
- grow awareness of long-stay packages available across the province and in each season, reaching Canadian travellers with a marketing campaign managed by TNS (subject to COVID-19 health guidelines)

Who are long-stay travellers?

- Long-stay pleasure travellers have the flexibility to explore a destination during an extended vacation.
- Digital Nomads have a propensity to travel on a frequent basis. They take their work with them as they explore different locations on long-term stays.



WHAT IS A LONG-STAY PACKAGE?

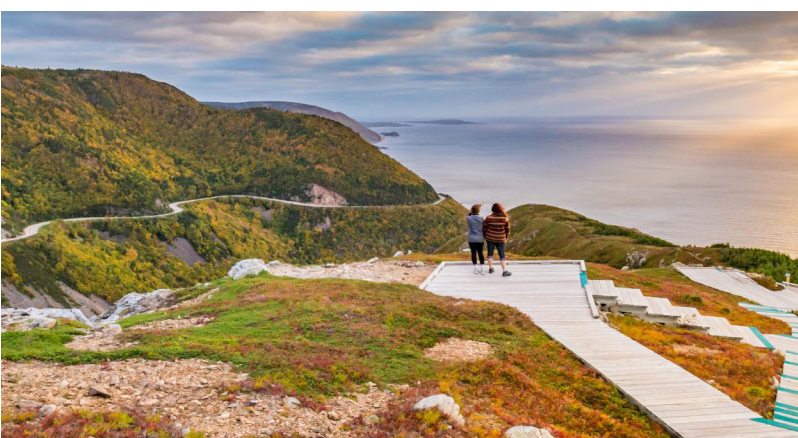
A long-stay travel package includes a minimum 6 night stay in accommodations and some meals. The package could be offered by a single business or through a partnership of multiple operators. Depending on the accommodation type, a range of meal services could be included, such as daily room service breakfast, take-out delivery, catering, or a local farmers' market box including ingredients for meals to be prepared by the guest in a kitchen or kitchenette.

Packages supported through this program will build on a foundation of accommodations and food at an anchor location with local products and experiences, and may include supporting services such as laundry access. Packages will combine two or more tourism activities, experiences, or products. Offering a package for a single price increases convenience and ease of booking for travellers seeking an extended stay in Nova Scotia.

Packages developed and marketed through this program will align with TNS research on travellers' preferences for long-stay package components, and include appealing elements that set Nova Scotia apart from other Canadian provinces. Packages must include accommodation and some food components, and can also include opportunities to increase appeal by featuring uniquely Nova Scotia elements in the areas of:

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

Applicants can consider unique ways for packages to connect travellers with our small towns and villages, cities, and icons like the Bay of Fundy, Cabot Trail, Peggy's Cove, Lunenburg, and Halifax waterfront. Consider combining accommodations with a culinary cooking class featuring fresh Nova Scotia flavours and ingredients paired with a curated tasting of Tidal Bay wines. Please note that packages and activities will align with public health requirements.



ABOUT THE MARKET OPPORTUNITY

Long-stay packages can help businesses attract a new type of traveller and increase ability to forecast revenue based on consistent durations of stay. Extended stay travellers will explore, dine at restaurants, shop, participate in arts and cultural opportunities, and seek out coastal and outdoor experiences during their extended visits, creating more demand for local businesses, attractions, and tourism operators.

Although summer is the most popular time for travel, long-stay travellers demonstrate strong interest in travel to Nova Scotia in fall and some interest in spring travel.

The market is seeking:

- Closeness to the ocean
- Nature and outdoor activities
- Reliable high-speed internet service
- Diversity by being part of an open and welcoming community
- Availability of amenities



HOW DOES THE PROGRAM WORK?

Tourism businesses are invited to complete an online application outlining the featured accommodation and meals package, supports and services for travellers, and the unique and compelling Nova Scotia elements included. Packages submitted to this program may be existing, or a new package proposed to be developed quickly, and available for sale in 2021-22.

Applicants must demonstrate their ability to create packages and coordinate any required partnerships. They must indicate that they are able to upload packages to their website as well as novascotia.com (via Partner Portal) to be included on Tourism Nova Scotia's featured landing page. Applicants must also indicate how they plan to close the sale, such as online booking on a business website.

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

- target market research insights
- package development tools and positioning insights for their extended-stay package(s)
- listing(s) on novascotia.com's new landing page for extended stay packages supported by a marketing campaign to be executed by TNS (as public health guidelines allow)

Applications will be evaluated based on alignment with program guidelines, including competitive strengths for the target market, and the ability of the partner(s) to close the sale. Partners are expected to leverage the packages developed through Anchor Long-stay Package Program on their marketing channels, including their websites.

All program activities, including marketing campaign, must be completed between the date of signed contract and March 31, 2022.



WHO IS ELIGIBLE?

Nova Scotia businesses can apply to create new extended-stay accommodation and meal packages, or fine-tune an existing package, for the Canadian target markets including long-stay travellers and digital nomads.

Eligible partners include Nova Scotia tourism businesses operating for at least one year that offer, or are willing to create, sell and deliver extended-stay packages that include accommodation and meals, and can also incorporate opportunities for a specific activity, product, service, or experience that is authentic to Nova Scotia.

APPLICANTS MUST:

- Demonstrate ability to offer accommodation and some meals over 6-night minimum, including a uniquely Nova Scotia element option in the package such as local flavours, cultural, outdoor or virtual experience.
- Be registered as a host under the Tourist Accommodations Registry Act (TARA), and be responsible for verifying that accommodations have a valid TARA registration number (as applicable).
- Be in good standing with Tourism Nova Scotia, the Province of Nova Scotia, and Nova Scotia Registry of Joint Stocks.
- 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 current listing on novascotia.com.
- Demonstrate ability and intent to sell the tourism package in 2021-22.
- Have access/acquire access to TNS [Partner Portal](#) to update extended stay package information on novascotia.com
- Manage the delivery of the tourism package. Tourism businesses 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.
- Be capable of making timely updates within two business days to the business or attraction's website, social media 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:
<https://tourismns.ca/anchor-long-stay-package-program-application>

The application deadline is August 9, 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.

- Although an applicant may be eligible, eligibility does not guarantee acceptance into the program. If the application is successful, some or all of the proposed activities may be supported. Tourism Nova Scotia may, in its sole discretion, determine that a proposal/proponent is not eligible.
- Incomplete applications will not be scored.
- 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 program activities as jointly identified.

PROGRAM CONTACT

For more information about the Anchor Long-stay Package Program or the application process, please contact:

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