

Anchor Long-Stay Package Program 2021-22 Application Questions

* **NOTE: Your application must be submitted through the online form found here:**
<https://tourismns.ca/anchor-long-stay-package-program-application>.

This document is a guide for planning your online application responses. **Online applications are due Monday, August 9 at 4:00pm.** If you experience any issues with the application form, try switching to Google Chrome. If you continue to experience any difficulty, please contact tnscommunications@novascotia.ca.

Applicant Information

Business name: *

Nova Scotia Registry of Joint Stocks Number: *

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

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>)

Long-Stay Package(s) Description - 70% of score

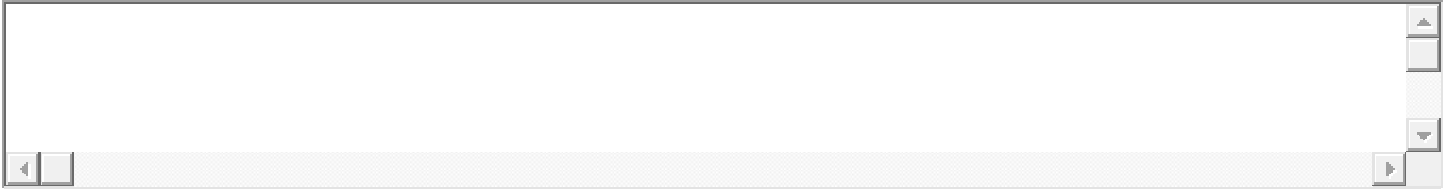
A. Submit up to two packages to be included in the Anchor Long-Stay Package Program. In the spaces below, please clearly describe:

- Overview of package(s) you propose to develop and deliver, including the number of nights and packages components (i.e. accommodation type, meals, any partners)
- Your intended target market (specific either long-stay pleasure travellers or digital nomads), and how the package is a strong fit for that market
- Uniquely Nova Scotia elements included in your package(s). Could include local food, cultural experiences, attractions, iconic setting of accommodation, etc.

Package 1:



Package 2 (optional):



B. The accommodation proposed in this package(s) has reliable wireless high-speed internet-access: *

C. What seasons do you plan to offer your package(s)? Please select all that apply: *

- Fall 2021
- Winter 2021/22
- Spring 2022
- Summer 2022
- Year-round

D. Do the businesses involved in delivering the tourism package have all of the necessary permits, licenses and infrastructure (i.e. land access, insurance) to deliver on this package concept? *

Capacity to Deliver and Close the Sale - 30% of score

E. I have the ability to update the business website, social channels, and online listings within two business days. *

F. Check all opportunities for visitors to book your package(s): *

- Online booking system on my website
- Online booking system on partner website
- Direct contact (i.e. phone)
- Online Travel Agencies (such as Booking.com, Expedia)
- Other

G. Please describe your experience developing and delivering packages to travellers: *



H. Do you currently have high-quality photos of your package elements to use in social media and/or digital display ads? *

- Yes
- No

High quality photos for ads are considered 300dpi resolution at 100% size. For listings on your website and NovaScotia.com, consider photos that are a minimum of 2-3MB.

I. Is there any additional information you would like us to know about your business or your package(s) for this application?



Terms & Conditions

By agreeing to the following 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 attest that:

- Business has been in operation for at least one year with a focus on marketing to travellers.
- Business is good standing with Tourism Nova Scotia, Registry of Joint Stocks NS, and Province of Nova Scotia.
- There are no outstanding or pending claims/litigation against the business or businesses your organization represents.
- I have an active listing on NovaScotia.com.
- Accommodations included in proposed package(s) have a valid registration number with the provincial Tourism Accommodations Registry (if applicable).
- Please visit <https://beta.novascotia.ca/register-your-tourist-accommodation> for more information. Note: Accommodations must have a valid Tourism Accommodation Registration number in order to be marketed through this program.
- I intend to reach performance milestones as agreed to in the project contract with Tourism Nova Scotia and to be engaged throughout the entire program, including completing and submitting required reporting and evaluation of activities.
- I agree that I intend to offer the proposed package supported through the Anchor Long-Stay Package program for sale in 2021-22.
- I agree that ideas submitted to this program are not confidential nor proprietary.
- I assume all risk and liability with developing and delivering the product(s)/package(s) as outlined in the project application.

- I agree to have my application information shared with third party partners, such as Tourism Nova Scotia's marketing agency of record, for the purpose of evaluation.
- I agree to comply with the terms stated in the [program guidelines](#).
- I agree to be contacted by Tourism Nova Scotia for communications purposes, including surveys.
- I hereby certify that the information provided in this application is true, correct, and complete in every respect. I understand that the personal information provided on this form and any attachments will be used for the purpose of administering the Anchor Long-Stay Package program. It is collected under the authority of Section 26(a) of the Freedom of Information and Protection of Privacy Act and is protected by the privacy provisions of the act. Successful applicants are to be advised that their organization name, project, or event name (as noted on the application form), and approved commitment may be disclosed in accordance with the departmental Routine Access Policy.

I agree to the authorizations/terms & conditions.

Note: Unless otherwise stated, personal information submitted via online forms and applications:

- is used only for the purposes of completing the intended transaction; and
- will not be disclosed to other individuals or organizations, except to fulfill the purpose(s) of the transaction or to the extent required by law.

For further details refer to our Privacy Statement. To enquire about the status of a request, or correct/obtain access to personal information you have submitted online, please contact tnscommunications@novascotia.ca