

Receptive Tour Operator International Market Recovery (RTOIMR) Partnership Program

2021 - 2022



TOURISM
NOVA SCOTIA 



PROGRAM OVERVIEW

Receptive Tour Operators (RTOs) are experts in Nova Scotia tourism product and are a vital link in the travel trade supply chain. As wholesalers of Nova Scotia tourism product - RTOs develop, market, and sell this product to international tour operators and travel agents – ensuring Nova Scotia’s ability to export to key international markets. In Atlantic Canada, 90% of overseas trade business is through RTOs. Research indicates a significant proportion of international travellers to Canada research or book their trips using travel agents or tour operators (Germany – 65%; UK – 63%; US – 38%).

Receptive tour operators are facing extraordinary circumstances and challenges due to the COVID-19 pandemic, both in our province and globally. These businesses rely on travellers from Nova Scotia’s key international markets to operate. Travel restrictions have impacted their ability to generate revenue and in-turn their ability to ensure sustainability through to the recovery of travel from these key markets.

The Receptive Tour Operator International Market Recovery (RTOIMR) partnership program will help Nova Scotia-based receptive tour operator businesses implement marketing and business development activities to support the sale of Nova Scotia travel packages and experiences in international markets as travel recovers.

This is a one-time partnership program facilitated by Tourism Nova Scotia. The total program value is \$150,000.



GUIDELINES

How can partnership dollars be used?

- Partnership dollars can be used to support the development of export-ready tourism product and packages for resale, the development of business to business relationships, and marketing activities that support the recovery of sales from TNS's key international markets (US, Germany, UK, China).
- All project costs must be incurred between the date of acceptance and March 31, 2022.

Who is eligible to apply?

Nova Scotia-based Receptive Tour Operators (RTO) businesses that:

- Manage the development, marketing, and sales of Nova Scotia packaged tourism product and programs through the travel trade in one or more of Nova Scotia's key international markets (US, Germany, UK, China).
- Demonstrate the ability to sell tourism packages/products and commit to selling it through 2022.
- Offer purchasable compelling Nova Scotia travel packages/product from Nova Scotia's recognized tourism regions including Halifax, South Shore, Yarmouth and Acadian Shores, Annapolis Valley and Bay of Fundy, Eastern Shore, and Northumberland Shores, and Cape Breton.
- Are in good standing with the Provincial Registry of Joint Stock Companies.
- Are in good standing with Tourism Nova Scotia and the Province of Nova Scotia.
- Agree to track the project's success and report milestones to Tourism Nova Scotia, such as number of room nights booked, passenger numbers, visitor origin, and proof of associated costs.
- Have all the necessary permits, licenses, and insurance to operate.



Evaluation Criteria

Receptive tour operator businesses must complete and submit an application form along with the following information:

- Total 2019 and 2020 revenues for the organization/business
- A detailed listing of your Nova Scotia product/packages for wholesale (tariff)
- A list of current international travel trade partners/clients (i.e., tour operators)
- 2019 Nova Scotia room nights sold from key international markets (US, Germany, UK, China) by your organization/business

Tourism Nova Scotia will determine the level of funding based on eligible applicants' alignment with Nova Scotia's tourism strategy and the RTO's 2019 Nova Scotia sales volume. TNS reserves the right to request further supporting documentation for evaluation.

HOW TO APPLY

Interested receptive tour operators are invited to contact Peter Johnson at peter.johnson@novascotia.ca for an application form.

The deadline to submit applications is Monday, July 26, 2021 at 4pm.

Questions?

Contact: Peter Johnson
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