



RADIATE TOURISM PROGRAM

2022-23

TOURISM
NOVA SCOTIA 



WHAT IS THE RADIATE TOURISM PROGRAM?

Tourism businesses, attractions, and events interested in delivering travel packages this fall, winter or spring are invited to apply to the RADIATE Tourism Program. Apply with an existing package, or a new package idea, that sets Nova Scotia apart from other destinations and connects travellers with our stories, our unique places, and our flavours.

Using Tourism Nova Scotia's research and coaching, we'll collaborate to ensure packages appeal to travellers in Nova Scotia and the Maritimes. Tourism Nova Scotia (TNS) will raise awareness of partner packages offered across the province, inviting local and Maritime travellers to do more in Nova Scotia.

New this year:

- Packages featuring events are encouraged to apply
- New seasonal digital marketing approach: packages will be promoted through campaigns for fall 2022, winter 2022-23 and spring 2023 to increase awareness of seasonal offerings, keep campaigns in market longer, better target interested travellers, and leverage core provincial tourism marketing campaigns
- Seasonal digital campaigns will drive traffic to a customized NovaScotia.com landing page showcasing program partner packages

A package combines two or more tourism activities, products, or experiences for a single price—making it convenient and easy for travellers to plan and book their trip in Nova Scotia. Packages can also inspire travellers and entice them to visit new places and take part in new activities. This is important, as research indicates that while local and regional visitors will naturally gravitate toward familiar places and experiences, they welcome opportunities to discover new aspects of Nova Scotia.

Packages can be offered by a single tourism business or combine offers from multiple businesses, attractions or events partnering to deliver a package. Package duration can also vary from a few hours, such as a guided tour combined with a local meal, to up to three nights with an activity, meal and/or accommodations included. Packages developed and marketed through this program will align with TNS research and interests of the Nova Scotia and Maritime markets, as well as be offered year-round or during the fall, winter and/or spring seasons.



HOW DOES IT WORK?

Tourism businesses, attractions and events are invited to complete an online application. Applicants must have the capacity to create packages, list packages online, close the package sale, and deliver a package. The application should outline how the package is unique to Nova Scotia, how it [appeals to Maritime travellers](#) by featuring one of the priorities listed on page four, and how visitors will be able to find more information and book the package. Applicants can submit up to two packages.

Successful applicants will be supported with:

- target market research insights for Nova Scotia and Maritime travellers;
- coaching on package development and positioning;
- package(s) included on a customized NovaScotia.com landing page, supported by digital marketing campaigns to increase awareness of seasonal packages and drive traffic to the program landing page; and
- digital marketing campaigns will be created and executed by TNS to focus on seasonal packages offered in fall 2022, winter 2022-23, and spring 2023. Campaigns will leverage TNS core marketing activities and will be regularly optimized to increase performance.



Applications will be evaluated using a competitive scoring process that reviews their alignment with program guidelines, their competitive strengths, and the ability of their proposed package(s) to include an activity, product, service or experience that is authentic to Nova Scotia within the following priorities:

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:

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

Outdoor Activities:

- Cycling the Harvest Moon Trail, Rum Runners Trail, Celtic Shores Coastal Trail
- Island Adventures
- Renowned Golf
- Spectacular Coastal Hiking
- Stargazing of Designated Dark Skies
- Surfing
- Tidal Bore Rafting
- Unique Accommodations
- Beach, Kayak or Boat Adventures Unique to Nova Scotia
- Whale Watching

Seasonal or Family-friendly Opportunities*:

- Seasonal Events (Focus on Fall/Winter/Spring)
- Fall Colours
- Spring/Fall/Winter Getaways
- Uniquely Nova Scotia Fall Harvest Packages
- Family-friendly Packages

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

All program activities must follow public health guidelines and be completed between the date of signed contract and March 31, 2023.

Digital marketing content development (such as influencers or photography) may be considered at TNS' 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?

Eligible partners include Nova Scotia tourism businesses, attractions, and events with capacity to create, sell and deliver new purchasable packages or existing packages appealing to the Nova Scotia and Maritime markets. Preference will be given to packages offered year-round, or in the seasons of fall, winter and/or spring. Preference will also be given to partners offering online booking to close the package sale.

Applicants must:

- Have been in operation for at least one year with a focus on marketing to travellers.
- Have (or [be eligible](#) for) a NovaScotia.com business, attraction, or event listing.
- Demonstrate their ability to sell and deliver a package that differentiates Nova Scotia from other travel destinations and appeals to Nova Scotia and Maritime markets.
- Be able to feature their package(s) on their website and social media channels and commit to selling their package(s) in 2022-23.
- Be able to make updates within two business days to their website and NovaScotia.com package listing via [Partner Portal](#).
- Be able to sell and deliver their tourism package(s), including managing any partnerships and associated costs, and meeting all requirements to offer the package, such as permits, licenses, and land-use permissions. The tourism businesses, attractions, and/or events involved in offering the package(s) are responsible for any risks/liabilities associated with its delivery. Accommodations included in packages must be registered under the [Tourist Accommodations Registry Act](#) (TARA). The package lead is responsible for verifying that accommodations have a valid TARA registration number (as applicable).
- Be in good standing with the Provincial Registry of Joint Stock Companies, and the Province of Nova Scotia. TNS is a division of the Department of Communities, Culture, Tourism and Heritage.
- Agree to track the success of their package(s) developed through the program, and report milestones/program feedback to TNS, such as number of bookings and visitor origin.



HOW TO APPLY

Eligible businesses, attractions, and events are invited to complete the online application at:
<https://tourismns.ca/radiate-tourism-program-application>

The application deadline is **Thursday May 12, 2022 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 tns@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 activities may be supported.
- TNS may, in its sole discretion, determine that a proposal/proponent is not eligible.
- Package information submitted in your application is not proprietary. TNS may have considered similar ideas.
- Advice on the outcome of your application is available after a formal decision has been made and communicated to you in writing.
- Successful applicants will enter into a written contract with TNS 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:

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