

# TOURISM DIGITAL ASSISTANCE PROGRAM 2022/2023

TOURISM  
NOVA SCOTIA 

digital  
nova scotia 





## PROGRAM OVERVIEW

A strong online presence helps your business improve credibility and brand recognition, and close the sale. The Tourism Digital Assistance Program (TDAP) can help you enhance or develop practical digital marketing tools. Through TDAP, Tourism Nova Scotia, in partnership with Digital Nova Scotia, will provide eligible tourism businesses with a qualified digital consultant's services to help improve the visibility of your business online and deliver the services customers expect, like online booking.

Eligible program activities include:

- Ecommerce
- Online Booking
- Website Design & Development
- Data Analytics
- Search Engine Optimization (SEO)
- Digital Marketing
- Social Media
- Copywriting
- Audio & Podcast Services
- Branding & Design
- Photography & Videography

## HOW DOES IT WORK?

Eligible tourism businesses can complete an online application that includes a series of questions to help define their challenge/opportunity. Approved businesses will be eligible for the full cost of services of a qualified consultant with expertise in the specific tactics required and familiarity with tourism businesses' requirements (up to a maximum of \$5,000).

Any formal photography/videography portion of projects will not exceed \$2,500 in value. Photos/videos created through this program may be used by TNS in marketing campaigns and channels, and uploaded to the TNS digital content library to share with approved tourism industry partners. TNS to own agreed-upon deliverables and the tourism business will be able to use these photos/videos in their marketing.

Project start dates will vary from spring 2022 to late fall 2022. Applicants will have an opportunity to indicate what time of year they would prefer to start their project. Applicants will also have an opportunity to request their consultant(s). If an application does not include a request, DNS will provide 2-3 consultants to choose from that match the project needs.

## WHO IS ELIGIBLE?

The program is open to registered Nova Scotia tourism businesses and organizations listed on NovaScotia.com who are currently open or plan to open for the 2022 tourism season.

Businesses must demonstrate a need to update a component of your online presence and implement the identified goals and outcomes in 2022-2023.

Businesses and organizations must be operational before applying to the program and be in goodstanding with the provincial Registry of Joint Stock Companies. Roofed accommodations must be registered with the province's [Tourist Accommodations Registry](#).

A panel from TNS and DNS will review applications. Although an applicant may be eligible, eligibility does not guarantee acceptance into the program. Priority is given to businesses and organizations whose primary focus is attracting and servicing visitors, who demonstrate a well-defined digital need and who do not have outstanding or default accounts with the Province of Nova Scotia. Past TDAP participants are eligible to apply.

## WHAT ARE THE BENEFITS OF PARTICIPATION?

Given the growing number of travellers who begin their trip-planning research on the internet, a well-designed and maintained digital footprint is critical for a tourism business to attract potential customers.

Having a strong online presence is a powerful marketing tool that helps businesses reach more people, build a stronger brand and increase credibility with potential customers.

## HOW TO APPLY?

Tourism businesses and organizations can complete the online application form at:

<https://digitalnovascotia.com/programs/tourism-digital-assistance-program/tourism-business-application/>

The application deadline is

**Wednesday, May 18, 2022 at 4p.m.**

*"By offering online bookings for events and an updated store, we're better able to serve our customers. Improvements to our website and SEO have also improved our visibility and customers are building a connection with our brand."*

*Rebecca Atkinson, Sober Island Brewing Company*



## PROGRAM CONTACT

For more information about the Tourism Digital Assistance Program or application process, please contact Claire Quirion, Director of Project and Program Delivery, Digital Nova Scotia or Jennifer McKeane, Business Development Advisor, Tourism Nova Scotia.

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## ABOUT DIGITAL NOVA SCOTIA

Digital Nova Scotia (DNS) is the industry association for Nova Scotia's \$2.5 billion ICT and digital technologies sector, representing over 230 members, including startups, SMEs, multinational corporations, government, post-secondary institutions, and more.

## ABOUT TOURISM NOVA SCOTIA

As a division of Communities, Culture, Tourism and Heritage, Tourism Nova Scotia (TNS) works to grow Nova Scotia's tourism industry and maximize the value of tourism to Nova Scotia's economy through marketing, experience and sector development, and visitor servicing.