



RADIATE TOURISM PROGRAM 2023-2024

TOURISM
NOVA SCOTIA 



WHAT IS THE RADIATE TOURISM PROGRAM?

Tourism businesses and attractions interested in delivering travel packages this fall or winter 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.

In 2023-2024:

- Preference will be given to applicants that are underrepresented, such as Mi'kmaw and African Nova Scotian businesses and attractions.
- Packages featuring connections to films and television series showcasing Nova Scotia are encouraged to apply.
- Two seasonal digital marketing campaigns, in fall and winter 2023-24, will increase regional awareness of seasonal packages, 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.
- Packages developed and marketed through this program will align with TNS research and interests of the Nova Scotia and Maritime markets.
- Packages will be offered year-round or during the fall and/or winter seasons.

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 or attractions 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.



HOW DOES IT WORK?

Tourism businesses and attractions are invited to complete an online application. Applicants must have the capacity to create packages, list packages online, close the package sale, and deliver packages. 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 created and executed by TNS to focus on seasonal packages offered in fall and/or winter 2023-2024. 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 performance series, such as Nova Scotia musicians or theatre
- National Parks & Historic Sites
- Provincial museums
- UNESCO Sites

Outdoor Activities:

- Trails such as the Harvest Moon Trail, Rum Runners Trail, Celtic Shores Coastal Trail
- Island adventures
- Exploring Provincial Parks
- Winter activities, including skiing, snowshoeing, snowmobiling
- Spectacular coastal hiking
- Stargazing of designated dark skies
- Surfing
- Unique accommodations
- Beach or boat adventures unique to Nova Scotia

Seasonal & Maritime-market Opportunities:

- Spa and wellness getaway packages
- Coastal packages
- Family-friendly packages
- NS film and television related travel packages
- Seasonal events (focus on fall/winter)
- Fall and winter getaways

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. All program activities must follow public health guidelines and be completed between the date of signed contract and March 31, 2024.



WHO IS ELIGIBLE?

Eligible partners include Nova Scotia tourism businesses and attractions 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:

- Applicants that are underrepresented, such as Mi'kmaw and African Nova Scotian businesses and attractions.
- Packages offered year-round, or in fall or winter.
- 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 listing, such as a business or attraction 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 2023-24.
- Be able to make updates within two business days to their website and NovaScotia.com package listings.
- 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 and attractions involved in offering the package(s) are responsible for any risks/liabilities associated with its delivery. Accommodations included in packages must be registered with the [Tourist Accommodations Registry](#). The package lead is responsible for verifying that accommodations have a valid 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 report milestones/program feedback to TNS.



HOW TO APPLY

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

The application deadline is **Thursday May 18, 2023 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 evaluated.
- 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:

Erin Hume, Tourism Development Advisor
erin.hume@novascotia.ca