**RADIATE Tourism Program 2023-24 Application Questions**

**\* NOTE:** Your application must be submitted through the online form found here: <https://tourismns.ca/radiate-tourism-program>. This document is a guide for planning your online application responses. If you have any questions about the application, please contact Erin Hume, Tourism Development Advisor at [erin.hume@novascotia.ca](mailto:erin.hume@novascotia.ca)

Online applications are due May 18 at 4:00 pm AST.

**Applicant Information**

**Please indicate that your business or attraction meets program applicant requirements by confirming the following:**

1. Business/Attraction Name: \*



Name of Project Lead for the Business/Attraction: \*

**Please note:** The Project Lead must be an employee of the applicant business/attraction/event.

Contact with Signing Authority (if different from above):

Phone Number: \*   


Email Address: \*   


Full Mailing Address: \*  


Website: \*

2. Nova Scotia Registry of Joint Stocks Number: \* 

To locate your number, please visit the[Nova Scotia Registry of Joint Stock Companies website](http://novascotia.ca/sns/access/business/registry-joint-stock-companies.asp).

Are you in good standing with the Provincial Registry of Joint Stock Companies and the Province of Nova Scotia? \*

 Yes

 No, please specify: 

3. Tourist accommodation registration number (if applicable):   


Please visit <https://beta.novascotia.ca/register-your-tourist-accommodation> for more information. **Note:** If your package includes an accommodation partner, the business must be registered to be included in this program.

4. Have you been in operation for at least one year with a focus on marketing to travellers? \*

 Yes

 No

5. Do you have (or are you eligible for) a NovaScotia.com Business or Attraction listing? \*

 Yes

 No

### Uniquely Nova Scotia Package(s) - ****60% of score****

### 6. Briefly describe the tourism package(s) you propose for this program. Existing packages or new package ideas can be submitted. Packages must differentiate Nova Scotia from other travel destinations and appeal to the Nova Scotia and Maritime markets. A maximum of two packages can be considered under this program. Preference will be given to: \*

### packages offered by underrepresented groups, such as Mi’kmaw and African Nova Scotian businesses or attractions

### packages offered year-round, or in fall and/or winter

### packages that can be booked online

### 7. Does your package(s) align with any of the above preferences? \*

 Yes

### No

### If yes, please describe:

In the following spaces provided, please ensure you: \*

* Specify the two or more purchasable elements (such as activities, events, experiences, products, or services) included in the package(s). For example: admission to an event & overnight accommodation; a cooking class featuring local flavours & stay at a B&B.
* Describe how your package is authentic to Nova Scotia and different from what is available to travellers in NB or PEI. For example: the type of food featured in the package is local to your community or region; unique location, history or designation; access to a local expert or guide; or the activity can only be done in Nova Scotia.
* Identify the lead business partner and any supporting package partners.
* **Note:**Please add one descriptive paragraph per package. Please refer to the priorities on page 4 of the program guidelines and ensure your package(s) includes one of these priorities. Be specific in describing the elements that make your package(s) unique. Package components and pricing will be finalized during coaching with successful applicants.

Package 1:



Package 2 (optional):



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

 Fall

 Winter

 Year-round

9. How frequently do you plan to offer your package(s)? \*

 Daily

 Weekly

 Monthly

 Other, please specify: 

10. Does the business(es)/attraction(s) involved in delivering the tourism package(s) have all the necessary permits, licenses and infrastructure (i.e. land access, insurance, permit to serve alcohol and/or food) to deliver on the package concept(s)? \*

 Yes

 No

 Unsure

**Capacity to Deliver - 40% of score**

11. Describe your experience developing and delivering packages to travellers: \*



12. Do you have the ability to add and update package information on your business/attraction website, social channels, and online listings within two business days? \*

 Yes

 No

 Unsure

13. Describe how you use your online marketing channels, including websites and social media, to engage potential customers: (such as listing and promoting your packages, frequency and types of posts, engagement with followers, etc.): \*



14. How will visitors be able to book your package(s)? Check all options that apply: \*

**Note:** Preference will be given to applicants with online booking that allows consumers to securely purchase the package(s) online.

 Online booking system on my website

 Online booking system on a partner website

 Direct contact (i.e. phone)

 Online Travel Agencies (i.e. Booking.com, Expedia, etc.)

 Other, please specify: 

15. Please provide relevant direct links to your business/attraction’s online presence, such as Facebook or Instagram, Google Business Listing, TripAdvisor or other:

**Note:** Please ensure all web URLs provided below include *http://* or *https://*

Please specify: 

16. Do you have high quality photos of your package elements to use in package listings? \*

 No

 Yes, please specify: 

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.

17. If there are photo gaps to promote your proposed package(s), please describe your photo needs (i.e. lacking images of guests taking part in featured activity, compelling location, seasonal element, accommodations, such as updated guest room images):



18. To help fill photo gaps and capture package components, there may be an opportunity to have a travel media/influencer visit as part of the RADIATE Tourism Program. If you agree to host a visit, you will be responsible to cover the package delivery costs for the travel media/influencer and their guests. Do you agree?

 Yes

 No

 Unsure

### Terms & Conditions

By agreeing to the following terms and submitting this application on behalf of the business(es)/ attraction(s) identified above, I certify that I am an authorized officer of the business/attraction and that the information provided in this application is true and correct to the best of my knowledge and belief.

* If I am a successful applicant, I agree to participate in a discovery meeting with Tourism Nova Scotia to create a project plan for my proposed package(s). Through the RADIATE Tourism Program, packages will be customized based on competitive differentiators aligning with traveller market insights and program priorities.
* I agree that package(s) will align with Tourism Nova Scotia program, research, coaching and partner portal requirements.
* I agree to have my package(s), created through the RADIATE Tourism Program, included on NovaScotia.com and supported by a digital marketing campaign executed by Tourism Nova Scotia.
* 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 sell the package(s) supported through the RADIATE Tourism Program in 2023-2024.
* 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 understand that any marketing assets created under this program are owned by Tourism Nova Scotia and shared with program partners and destination marketing partners for use in marketing activities.
* 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 RADIATE Tourism 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](http://gov.ns.ca/govt/privacy/). To enquire about the status of a request, or correct/obtain access to personal information you have submitted online, please contact [tns@novascotia.ca](mailto:tns@novascotia.ca)