TOURISM DIGITAL ASSISTANCE PROGRAM
2023/2024

TOURISM
NOVA SCOTIA

digital
nova scotia

Barrelling Tide Distillery

Millbrook Cultural and Heritage Centre

East Coast Outfitters

PROGRAM OVERVIEW

The Tourism Digital Assistance Program (TDAP) connects eligible tourism businesses with qualified digital experts to enhance their online marketing and services. The program is offered in partnership between Tourism Nova Scotia (TNS) and Digital Nova Scotia (DNS).

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 are invited to complete an online application with questions to help define their challenges and opportunities. 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).

There is a cap of $1,000 for digital ad spends to support digital marketing efforts and a cap of $2,500 in value for photography/videography services. Remaining funds would be applied to additional services offered through this program.

Photography deliverables will include 20 images selected by Tourism Nova Scotia. The final edited photos/videos created through this program will be owned by TNS and used in their marketing campaigns and channels and uploaded to the TNS digital content library and shared with participants for use in their marketing.

Projects will start in the late spring or fall, depending on participant preference, and must be completed by March 31, 2024. Approved applicants will enter into a Letter of Agreement with DNS, commit to timely task completion and communications between DNS, TNS and a digital service provider, and complete an end-of-project report within required timelines. An orientation session will take place with approved participants at the start of the project.

WHO IS ELIGIBLE?

Business and organizations must:
- Be listed on NovaScotia.com. For more information about listing on NovaScotia.com visit: https://tourismns.ca/promote-your-business-tourism-nova-scotia.

- Currently or plan to be open this year.

- Demonstrate a need to update a component of their online presence and implement the identified goals and outcomes prior to March 31, 2024.

- Be in good standing with the provincial Registry of Joint Stock Companies. Roofed accommodations must be registered with the province's Tourist Accommodations Registry.

New businesses must:
- Demonstrate that they are ready and able to complete the projects identified and will be ready to open by March 31, 2024.

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 a commitment to enhancing their online presence. Geographic and sector representation, and past participation will also be factors in determining eligibility. Past participants must clearly demonstrate how additional services will support and build on previous work completed through the program. Applicants applying for multiple tourism businesses will be assessed for their capacity for participation.

Applicants with overdue program reporting/deliverables with DNS or TNS will not be eligible.

WHAT ARE THE BENEFITS OF PARTICIPATION?

Given the growing number of travellers that start their trip-planning research on the internet, a well-designed and maintained digital footprint is critical for a tourism business to attract potential customers. Providing travellers with the option to book online, leave public reviews, and to take advantage of other online features provides a better user experience and is necessary to remain competitive in today's digital age.

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 are invited to complete the online application form at: https://digitalnovascotia.com/programs/tourism-digital-assistance-program/tourism-business-application

Application deadline is:
Thursday, June 1, 2023 at 4 p.m. (ADT)

If you do not receive a confirmation message on your screen and an email copy of your submission after submitting, please contact: tdap@digitalnovascotia.com

PROGRAM CONTACT

For more information about the Tourism Digital Assistance Program or application process, please contact:

Leena Roy Chowdhury
Project Manager, Digital Nova Scotia
902-789-4773 | tdap@digitalnovascotia.com

Jennifer McKeane
Business Development Advisor, Tourism Nova Scotia
902-717-3623 | jennifer.mckeane@novascotia.ca

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 270 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.