

TOURISM DIGITAL ASSISTANCE PROGRAM COMMUNITIES 2023/2024

TOURISM
NOVA SCOTIA 

digital
nova scotia





Lower Prospect



Iona



Mavillette

*All images captured through the Tourism Digital Assistance Program

PROGRAM OVERVIEW

Let potential visitors know about all the incredible things to see and do in your community to inspire them to come spend at local businesses. The Tourism Digital Assistance Program – Communities (TDAP – Communities) can help you develop online tools to effectively promote your community as a travel destination and better serve your visitors.

Through TDAP – Communities, Tourism Nova Scotia (TNS) is partnering with Digital Nova Scotia (DNS) to match program participants with qualified digital consultant services to address defined digital needs. Participants may receive any combination of the following services:

- Ecommerce
- Online Booking
- Website Design & Development
- Data Analytics
- Search Engine Optimization (SEO)
- Digital Marketing
- Social Media
- Copywriting
- Audio & Podcast Services
- Branding & Design
- Photography and/or Videography (\$2,500 max) to fill content gaps



HOW DOES IT WORK?

Eligible applicants will complete an online application to help define their digital challenges and opportunities. Approved participants will be eligible for the full cost of services of a qualified consultant with expertise in the specific digital tactics required and familiarity with the tourism sector (up to a maximum of \$15,000 in service value, tax inclusive).

There is a cap of \$2,500 in value for the photography/videography services to fill marketing gaps. Approved participants who wish to include this service will have approximately \$12,500 remaining for other program services. Photography deliverables will include 20 images selected by TNS as outlined in a Statement of Work. Funding is meant to bridge content gaps, but does not substitute for a complete photo shoot.

Final edited photos and/or videos created through this program will be owned by TNS and shared with the participants to use in their marketing, and may be used by TNS in marketing campaigns and channels, and uploaded to the TNS digital content library.

Projects will start in the fall of 2023 and must be completed by March 31, 2024. Approved applicants will sign an agreement with DNS to participate, and must complete end of project reporting and other project tasks within required timelines.

WHO IS ELIGIBLE?

The program is open to Nova Scotia Municipalities, Chambers of Commerce, member-based organizations with a focus on tourism and Regional Destination Marketing Organizations focused on a specific community/communities.

To be eligible, community tourism organizations must have been in operation for over a year, with a demonstrated effort/interest to promote travel to the community. Organizations must demonstrate a need to update a component of their online presence and implement the identified goals and outcomes in 2023-2024. Organizations must be in good standing with the provincial Registry of Joint Stock Companies, if eligible.

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 applicants who demonstrate a well-defined digital need and efforts in building tourism, such as championing a geographic area or product cluster, and can describe how these digital offerings will positively impact tourism in their community. Priority is given to first time applicants. Past participants must clearly identify how additional services will support and build on previous work completed through the program.

Applicants with overdue program reporting/deliverables with TNS or DNS 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 to attracting potential travellers to a region, community, or generating interest in a type of tourism product. Communities can inspire people to visit by making it easy to find compelling information online about what there is to see and do and what makes your region an exciting place to visit.

Having a strong online presence is a powerful marketing tool that helps communities reach more people and build stronger awareness with potential travellers.



Gaspereau



Hall's Harbour



Southwest Mabou

HOW TO APPLY?

Eligible applicants can complete the online application form at:

<https://digitalnovascotia.com/programs/tourism-digital-assistance-program-communities/community-tourism-organization-application/>

Application deadline is

Thursday, September 21, 2023 at 4 p.m. (ADT)

Please note:

- When you submit your application, you will receive a confirmation email. If you do not receive a confirmation email, please contact tdapcommunities@digitalnovascotia.com to confirm receipt of the application.
- Incomplete applications will not be scored.
- Although an applicant may be eligible, eligibility does not guarantee acceptance into the program. The program panel will balance the program partners to better represent various tourism regions, and the diversity of tourism in Nova Scotia.
- TNS and DNS may determine during evaluation that a proposal/proponent is not eligible.
- 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 DNS, requiring them to deliver on the activities as jointly identified.

PROGRAM CONTACT

For more information please contact

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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 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.