



**TOUR OPERATOR
PARTNERSHIP PROGRAM
2024-2025**

TOURISM
NOVA SCOTIA 



WHAT IS THE TOUR OPERATOR PARTNERSHIP PROGRAM?

Partner with Tourism Nova Scotia (TNS) to promote Nova Scotia travel packages and experiences to travellers for 2025.

The Tour Operator Partnership Program (TOPP) will help tour operators with marketing activities and support the sale of Nova Scotia travel packages.

The program will support initiatives that complement Nova Scotia's tourism strategy and TNS's marketing activities in markets with the highest potential for travel to Nova Scotia through 2025.

Our research tells us that visitors from international markets primarily consult with or book their travel to Canada with a tour operator. A higher percentage of bookings from Germany (64%), the United Kingdom (62%) and the United States (36%) are handled by a professional travel company.

TOPP is an opportunity to co-invest with Tourism Nova Scotia to raise awareness of Nova Scotia as a travel destination and attract travellers from key national and international markets.



HOW DOES IT WORK?

Tour operator businesses are invited to apply by submitting a proposal outlining the unique and compelling Nova Scotia tourism packages they deliver.

Successful applicants will be supported with:

- market research insights
- product development and planning
- support to execute proposed activities

All project costs must be incurred between date of application approval and March 31, 2025. Successful applicants and TNS will collaborate in prioritizing proposed activities.

ELIGIBLE ACTIVITIES

- Digital marketing (such as social media advertising, search engine marketing, display, and video ads)
- Paid/sponsored content
- Direct mail and print advertising
- Other activities will be considered based on their strategic “fit” with Nova Scotia’s marketing efforts.

INELIGIBLE ACTIVITIES

- Capital costs
- Staff wages
- Website development, management, and hosting
- In-house campaign management fees
- Ads in provincially supported publications and websites (i.e. Doers & Dreamers Guide, novascotia.com)

Projects will be based on 50/50 cost-sharing formula unless otherwise negotiated.

TNS’s level of investment in the project will be determined based on product alignment, and the ability of the tour operator partner to leverage the proposed activities to close the sale.

TNS will continue to accept applications until the program budget is fully allocated up to February 28, 2025.



WHO IS ELIGIBLE?

TNS is seeking tour operator partners who can collaborate to package unique ways for travellers to explore and experience our small towns and villages, cities, and icons such as, but not limited to, the Bay of Fundy, Cabot Trail, Peggy's Cove, Lunenburg, and the Halifax waterfront.

Eligible partners:

- Tour operators based in Nova Scotia, nationally, or internationally, who have the demonstrated ability to sell Nova Scotia multi-day packaged vacations to travellers (Fully Independent Traveller (FIT) and/or group) in markets that have the highest potential for travel to Nova Scotia.

APPLICANTS MUST:

- Offer purchasable compelling multi-day Nova Scotia packaged product.
- Be in operation for at least one year with a focus on marketing to travellers, and demonstrate engagement in established sales and marketing channels, including having a strong website and social media channels.
- Manage the marketing and sales of the packaged tourism product. Tour operator partners are responsible for any associated costs, impacts on business operation, meeting all requirements such as permits and licenses, partnership agreements, and risks/liabilities associated with selling their tourism package/product.
- Demonstrate ability to sell multi-day package/product and commit to selling it through 2025.
- Be in good standing with the Provincial Registry of Joint Stock Companies (if a Nova Scotia based business).
- Be in good standing with Tourism Nova Scotia and the Province of Nova Scotia (previously funded applicants must have provided a final evaluation report accepted by Tourism Nova Scotia).
- Agree to track the project's success and report milestones to Tourism Nova Scotia, such as number of room nights booked, passenger numbers, visitor origin, engagement in marketing activities and proof of associated costs.



HOW TO APPLY?

Interested tour operator businesses must complete and submit the following information:

- A detailed listing of your Nova Scotia product/packages
- A marketing plan of proposed activities including the marketing measures and targets (circulation/distribution volumes, frequency, demographics, targeted geographic markets, etc.)
- A detailed project budget including the costs of each activity and full disclosure of any additional partnership funding related to the proposed activities
- An evaluation plan specifying how results will be measured and reported to Tourism Nova Scotia including acceptance of timelines for the delivery of an evaluation report

Applications will be evaluated based on the following criteria:

- Alignment with Tourism Nova Scotia's strategic priorities and target markets : Canada, the United States, Germany and United Kingdom
- A detailed plan including:
 - proposed tactics and objectives
 - a detailed evaluation plan
 - a detailed project budget
- Demonstrated return on investment (potential sales relative to investment)
- Past marketing results (if applicable)
- Demonstrated experience developing, marketing, and selling authentic, quality Nova Scotia travel packages/product
- Company history of sound business practices
- Preference will be given to initiatives that align with Nova Scotia's marketing strategy and key markets



ADDITIONAL PROGRAM INFORMATION

- Although an applicant may be eligible, eligibility does not guarantee acceptance into the program. If the application is successful, some or all the requested marketing activities may be funded. Tourism Nova Scotia may, in its sole discretion, determine that a proposal/proponent is not eligible for funding.
- Information submitted is not proprietary. Tourism Nova Scotia may have considered ideas similar to your concept.
- Advice on the outcome of your application is available after a formal decision has been made and communicated to you in writing.
- If successful, partners will enter into a written contract with Tourism Nova Scotia and be required to deliver on the activities as jointly identified.

As a division of the Department of Communities, Culture, Tourism and Heritage, Tourism Nova Scotia is committed to advancing equity, diversity, inclusion and accessibility across Nova Scotia and we support partners who share in this commitment.

PROGRAM CONTACT

For more information about TOPP or to submit your proposal, please contact a member of our [sales team](#) or:

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