

**Compelling Tourism Communities: Marketing Intake Form**

Name (First & Last):

Email address:

Organization you are representing:

Community/Area/Product cluster you will be representing in your submission:

1. What are the hidden gems in your area/product cluster?
2. What tourism products are new in your area/product cluster that you think would be of interest to visitors?
3. What events attract visitors to your area? Please indicate when these events are held.
4. What are the businesses or attractions in your area that you would like to see featured in advertising campaigns or by travel media?
5. What tourism products in your area do you feel are underrepresented in terms of photo and video content?

**Tourism Nova Scotia is dedicated to advancing equity, diversity, inclusion and accessibility (EDIA) in Nova Scotia. We encourage and prioritize applications from equity seeking businesses, organizations, and individuals, as well as those that offer tourism activities that amplify and reflect equity seeking communities, experiences and voices.**

**Tourism Nova Scotia, a division of the Department of Communities, Culture, Tourism and Heritage, is committed to ensuring our programs and services are equitable, diverse, inclusive and accessible. Understanding the demographics of our partners will help us ensure our programs and processes are inclusive of Nova Scotia's diverse communities.**

**Individual(s) / Sole Proprietor:** Please indicate if you identify as belonging to one or more of the following groups.

**Businesses/ Organizations:** Please identify if your business/organization is owned, operated, or led by one or more of the following groups.

Mi'kmaq / Indigenous

African Nova Scotian

Racialized Groups / Communities

Immigrants / Newcomers / Refugees

Acadian / Francophone

Gaelic / Gaels

People Living with Disabilities

2SLGBTQIA+

N/A

If not identified above, please specify:

Please indicate if/how you or your business/organization supports or provides products and/or services to equity seeking groups.

This information has been provided with the understanding that it will only be used to prioritize equity seeking applicants and/or applications and to help gather statistical data to determine if our programs and processes are inclusive of Nova Scotia's diverse population. It will not be used for any other purposes and will be handled in accordance with applicable privacy and confidentiality regulations.

### **Next Steps**

This form will be available on the [tourismns.ca](https://tourismns.ca) website until **March 31, 2025 at 4pm**.

A summary of the content selected for each program will be available on the [tourismns.ca](https://tourismns.ca) website and a notification will be sent to all participants who complete the CTC Marketing Initiatives Intake Form.

Thank you for your input.