

## Compelling Tourism Communities: Emerging Destinations Program Application 2025-26

\* NOTE: Your application must be submitted through the online form found here: <https://tourismns.ca/ctc-programs-emerging-destinations/application>. This document is a guide for planning your online application responses.

**Online applications are due Wednesday, May 7, 2025 at 4:00 pm ADT.**

### Applicant Information

Organization Name: \*

Name of Project Lead for the Organization: \*

**Note:** The Project Lead must be an employee/board member of the organization.

Contact with Signing Authority (if different from above):

Phone Number: \*

Email Address: \*

Mailing Address: \*

City/Town: \*

Province: \*

Postal Code: \*

Website: \*

**Note:** Please ensure the URL includes *http://* or *https://*

Has your organization been established for at least one year and been active in tourism?

Yes

No

Nova Scotia Registry of Joint Stock Number (if applicable): \*

To locate your number, please visit the [Nova Scotia Registry of Joint Stock Companies website](#)

Is your organization in good standing with the Provincial Registry of Joint Stock Companies and the Province of Nova Scotia (if applicable)?

Yes

No

Not Applicable

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.

Communities:

Please identify if your community organization/chamber/business association/tourism organization is owned, operated, led by or supports equity seeking 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 help identify 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.

## Emerging Destination Overview – 70% of score

As part of the Compelling Tourism Communities Initiative, the Emerging Destinations Program helps communities build capacity to identify and showcase their most compelling tourism assets, increasing awareness among potential travellers. To be considered for the program, the proposed emerging destination must offer a minimum of five compelling, market-aligned tourism assets, including a unique place to stay, a place to eat local flavours, and something to do.

Through the program, successful applicants will collaborate with Tourism Nova Scotia to maximize tourism opportunities in one season, preferably fall or winter, with late summer also being eligible.

**What emerging destination are you representing in this application? Specify the village, town or city destination to be featured: \***

TNS is dedicated to advancing equity, diversity, inclusion, and accessibility (EDIA) in Nova Scotia. We encourage and prioritize applications from equity-seeking organizations, as well as those that offer tourism activities that amplify and reflect equity-seeking communities, experiences, and voices. For example, preference will be given to applications from Mi'kmaw and African Nova Scotian applicants.

**Does your emerging destination offer tourism activities that amplify and reflect equity-seeking communities, experience and voices? For example, preference will be given to**

**Mi'kmaw and African Nova Scotian applicants? \***

Yes (Please specify)

No

Unsure (Please specify)

**During which season is your organization most interested in increasing traveller awareness and visitation? \***

**Note:** Please consider your emerging destination's capacity to host visitors, such as the availability of accommodations, restaurants, and attractions, at different times of year. Preference will be given to partners who extend the tourism season into fall and winter.

- Late Summer 2025 (September)
- Fall 2025 (October, November, December)
- Winter 2025-26 (January – February 2026)

**Why is this your preferred season of focus? \***

**What do you believe are the top five (5) reasons for travellers to visit your emerging destination in your preferred season of focus? \***

**Are you open to showcasing other seasons? \***

Yes (If yes, please specify)

No

**Briefly describe your emerging destination by specifying: \***

- How its tourism products (businesses, attractions, experiences, and events) are unique to Nova Scotia.**
- What differentiates it from other communities in Nova Scotia and from other travel destinations?**
- How it appeals to local and Atlantic region travellers.**

## Capacity to Deliver – 30% of score

**Does your organization have a website that provides resources for travellers to plan their trip?**

Yes

No

**If yes, please provide the URL**

**Note:** Please ensure the URL includes *http://* or *https://*

**Does your organization actively promote your emerging destination to travellers on social media?**

Yes

No

**If yes, please provide your organization's traveller-focussed social media accounts.**

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

Facebook:

Instagram:

Other Social Media account(s) - please specify:

**Briefly describe how your organization works with tourism businesses and operators to grow and promote your emerging destination to travellers. \***

**Available photography: Does your organization have high-quality photography of your emerging destination's tourism product and attractions? Note:** High-quality photos for ads are considered 300dpi resolution at 100% size. For listings on your website and NovaScotia.com, consider photos that are between 2-5MB.

Yes (If yes, please describe available photography):

No

**Do you have the rights to share these images? \***

Yes

No

**Gaps in photography: Please describe any photo gaps to promote your emerging destination's tourism products (such as images of guests taking part in a key visitor experience, compelling attraction or activity, seasonal images, unique accommodations). \***

## Terms & Conditions

Please review the information carefully and if you agree to all terms and conditions, click the "I agree" button at the bottom.

By agreeing to the following terms and submitting this application on behalf of the organization identified above, I certify that:

- I am an authorized officer of the organization, and the information provided in this application is true and correct to the best of my knowledge and belief.
- 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 agree that the project scope and deliverables will be identified during a discovery meeting with Tourism Nova Scotia.
- I agree that any tourism products promoted (such as businesses, events, attractions, experiences, trails, and tours) have a NovaScotia.com listing or meets NovaScotia.com [listing requirements](#).
- I agree that content projects, including creative direction and production, will be managed by Tourism Nova Scotia.
- All partnerships are subject to available program funding.
- I agree that any content produced through this program will be available for use in Tourism Nova Scotia marketing activities and will be made available through the

Tourism Nova Scotia content library for use by approved tourism partners to promote travel in Nova Scotia.

- I agree to be contacted by Tourism Nova Scotia for communications purposes, including surveys.

The privacy rights of online visitors to Tourism Nova Scotia's website are fully protected by Nova Scotia's Freedom of Information and Protection of Privacy Act. Any personal information collected from program applicants relates directly to the operation of programs and will not be used for any other purpose.

I agree to the Terms and 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.