

RADIATE Tourism Program 2025-26 Application Questions

* **NOTE:** Your application must be submitted through the online form found here: <https://tourismns.ca/radiate-tourism-program>. This document is a guide for planning your online application responses.

If you require a printable version of this form or need assistance with accessibility, please click here to download the form in an accessible format. If you have any questions about the application or need further assistance, feel free to contact melanie.lowe@novascotia.ca.

Online applications are due April 9, 2025 at 4:00 pm AST. Incomplete applications will not be considered.

Applicant Information

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 (select all that apply):

Businesses / Organizations: Please identify if your business/organization is owned, operated, or led by one or more of the following groups (select all that apply): *

- 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.

Please indicate that your business or attraction meets program applicant requirements by confirming the following:

Business/Attraction Name: *

Name of Project Lead for the Business/Attraction: *

Please note: The Project Lead must be an employee of the applicant business/attraction/event.

Contact with Signing Authority (if different from above):

Phone Number: *

Email Address: *

Full Mailing Address: *

Website:

Nova Scotia Registry of Joint Stocks Number:

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

Are you in good standing with the Provincial Registry of Joint Stock Companies and the Province of Nova Scotia?

Yes

No, please specify:

Short-term Accommodation Registration Number (if applicable):

Please visit <https://beta.novascotia.ca/register-your-short-term-accommodation> for more information. **Note:** If your package includes an accommodation partner, the business must be registered to be included in this program.

Have you been in operation for at least one year with a focus on marketing to travellers? *

Yes

No

Do you have (or are you eligible for) a NovaScotia.com Business or Attraction listing? *

Please visit: <https://tourismns.ca/promote-your-business-tourism-nova-scotia> to review eligibility.

- Yes
- No

Uniquely Nova Scotia Package(s) - 60% of score

Applicants can submit up to two packages for consideration under this program. Packages must include a minimum of TWO tourism offerings for one price. Existing packages or new package ideas can be submitted. Packages must aim to differentiate Nova Scotia from other travel destinations and appeal to the [Nova Scotia and Maritime/Atlantic markets](#). Preference will be given to:

- Packages offered by underrepresented groups, including Mi'kmaw and African Nova Scotian businesses or attractions.
- Packages offered:
 - year-round
 - in fall 2025 (late-September - mid-November)
 - in winter 2026 (mid-January - late-February)
- Packages that can be booked online.
- Experiential packages that include a guided or hands-on activity, unique to Nova Scotia where a visitor learns by doing something with someone who lives here.

Please describe if/how your package(s) offer tourism activities or services that amplify and reflect equity-seeking communities, experiences and voices. Preference will be given to applications from Mi'kmaw and African Nova Scotian businesses and attractions:

Will your package(s) be available to purchase online? Yes / No

Please specify:

Please describe your proposed package(s) in the following space(s) provided. When describing your package(s), please ensure you:

- Specify the two or more purchasable elements (such as activities, events, experiences, products, or services) included in the package(s). **For example:** admission to an

attraction & overnight accommodation; a hands-on cooking class featuring local flavours & stay at a B&B.

- Describe how your package(s) showcases uniquely Nova Scotian elements, such as local flavours, unique accommodations, cultural connections, and activities that appeal to the Nova Scotia and Maritime/Atlantic markets. **For example:** the type of food featured in the package is local to your community or region; unique location, history or designation; access to a local expert or guide; or the activity can only be done in Nova Scotia.
- Identify the lead business partner and any supporting package partners.

Note: Please add one descriptive paragraph per package. Please refer to the priorities in the program guidelines and ensure your package(s) includes at least one of these priorities. Be specific in describing the elements that make your package(s) unique and/or any guided, hands-on experiential elements. Package components and pricing will be finalized during coaching with successful applicants.

Package 1:

What season(s) do you plan to offer your package(s)? Please select all that apply: *

- Fall 2025 (late-September to mid-November)
- Winter 2026 (mid-January to late-February)
- Year-round

How frequently do you plan to offer your package(s)? *

- Daily
- Weekly
- Monthly
- Other, please specify:

Package 2 (optional):

What seasons do you plan to offer your package(s)? Please select all that apply:

- Fall 2025 (late-September to mid-November)
- Winter 2026 (mid-January to late-February)
- Year-round

How frequently do you plan to offer your package(s)?

- Daily
- Weekly
- Monthly
- Other, please specify:

Does the business(es)/attraction(s) involved in delivering the tourism package(s) have all the necessary permits, licenses and infrastructure (i.e. land access, insurance, permit to serve alcohol and/or food) to deliver on the package concept(s)? *

- Yes
- No
- Unsure, please specify:

Capacity to Deliver - 40% of score

Describe your experience developing and delivering packages to travellers: *

Are you responsible for adding and updating package information on your business/attraction website, social channels, and online listings? *

Yes

No

Unsure, please specify:

If you chose "Yes" in the question above, do you agree to add and/or update package information on your business/attraction website, social channels, and online listings within two businesses days?

I agree

- If you chose "No" in the question above, please specify who is responsible for updating package information on your business/attraction website, social channels, and online listings, and if there are any known barriers to making updates:

Describe how you use your online marketing channels, including websites (such as your own and novascotia.com) and social media to engage potential customers (such as listing and promoting your packages, frequency of posting and types of posts, engagement with followers):

*

How will visitors be able to book your package(s)? Check all options that apply: *

Note: Preference will be given to applicants with online booking that allows travellers to securely purchase the package(s) online.

Online booking system on my website

Online booking system on a partner website

Direct contact (i.e. phone)

Online Travel Agencies (i.e. Booking.com, Expedia, etc.)

Other, please specify:

Please provide relevant direct links to your business/attraction's online presence, such as Facebook or Instagram, Google Business Listing, TripAdvisor or other:

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



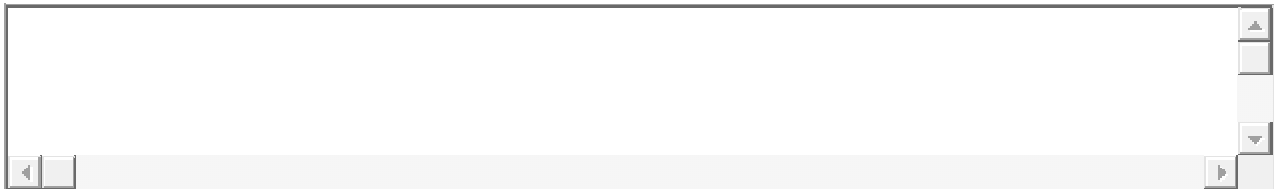
Do you have high quality photos of your package elements to use in package listings? *

No

Yes, please specify:

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 a minimum of 1-5MB in size and horizontal/landscape-oriented, or can be cropped to horizontal/landscape-oriented.

If there are photo gaps to promote your proposed package(s), please describe your photo needs (i.e. lacking images of guests taking part in featured activity, compelling location, seasonal element, accommodations, such as updated guest room images):



To help fill photo gaps and capture package components, there may be an opportunity to have a travel media/influencer or photographer visit and capture photography with photographer or travel media/influencer costs and package staging costs covered by Tourism Nova Scotia.

Terms & Conditions

By agreeing to the following terms and submitting this application on behalf of the business(es)/attraction(s) identified above, I certify that I am an authorized officer of the business/attraction and that the information provided in this application is true and correct to the best of my knowledge and belief.

- If I am a successful applicant, I agree to participate in a discovery meeting with Tourism Nova Scotia to create a project plan for my proposed package(s). Through the RADIATE Tourism Program, packages will be customized based on competitive differentiators aligning with traveller market insights and program priorities.
- I agree that my package(s), including package partners, will align with the requirements and priorities of the RADIATE Tourism Program.
- I agree to have my package(s), created through the RADIATE Tourism Program, included on NovaScotia.com and supported by a digital marketing campaign executed by Tourism Nova Scotia.

- I intend to reach performance milestones as agreed to in the project contract with Tourism Nova Scotia and to be engaged throughout the entire program, including completing and submitting required reporting and survey evaluation of activities.
- I agree that I intend to sell the package(s) supported through the RADIATE Tourism Program in 2025-2026.
- I agree that ideas submitted to this program are not confidential nor proprietary.
- I assume all risk and liability with developing and delivering the package(s) as outlined in the project application and project plan.
- 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 understand that any marketing assets created under this program are owned by Tourism Nova Scotia and shared with program partners and qualified partners for use in marketing activities.
- I agree to be contacted by Tourism Nova Scotia for communications purposes, including surveys.
- I hereby certify that the information provided in this application is true, correct, and complete in every respect. I understand that the personal information provided on this form and any attachments will be used for the purpose of administering the RADIATE Tourism Program. It is collected under the authority of Section 26(a) of the Freedom of Information and Protection of Privacy Act and is protected by the privacy provisions of the act. Successful applicants are to be advised that their organization name, project or event name (as noted on the application form), and approved commitment may be disclosed in accordance with the departmental Routine Access Policy.

I agree to the authorizations/terms & 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.

For further details refer to our [Privacy Statement](#). To enquire about the status of a request, or correct/obtain access to personal information you have submitted online, please contact tns@novascotia.ca.