

# TOURISM DIGITAL ASSISTANCE PROGRAM - COMMUNITIES 2025-26



TOURISM  
NOVA SCOTIA 

digital  
nova scotia 

Yarmouth





## PROGRAM OVERVIEW

Travellers are planning their trips online. Increase your community’s digital profile and share all the incredible things for visitors to see and do in your community, including local businesses and attractions. The Tourism Digital Assistance Program - Communities (TDAP - Communities) can help you develop online tools to effectively promote your community as a travel destination.

Through TDAP - Communities, Tourism Nova Scotia (TNS) is partnering with Digital Nova Scotia (DNS) to match program participants, including municipalities and tourism organizations, with qualified digital consultants to address defined digital needs. Participants may receive any combination of the following services:

- Website Design & Development (includes AI Powered Chatbot and Automations)
- Social Media Planning
- Search Engine Optimization (SEO)
- Digital Marketing Planning
- Photography and/or videography to fill content gaps
- Copywriting
- Data Analytics
- Digital Branding & Design
- E-commerce
- Online Booking

## HOW DOES IT WORK?

Eligible applicants will complete an online application, outlining their digital challenges and opportunities. Approved applicants will be matched with a qualified consultant for up to \$15,000 (tax inclusive) in services. Of this amount, up to \$2,500 can be used for subscription services and digital campaign testing, and up to \$3,000 can be used for photography or videography services. Any remaining funds will be allocated towards additional services offered through this program.

Photography deliverables will include up to 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 between late spring and fall, depending on participant preference, and must be completed by March 31, 2026. Approved applicants will enter into a Letter of Agreement with DNS, commit to timely task completion and communications between DNS, TNS, and a digital consultant, and complete an end-of-project report within required timelines. An initial meeting will take place between TNS, DNS, the approved applicant, and the digital consultant before project work begins.

## WHO IS ELIGIBLE?

This program is open to:

- Nova Scotia Municipalities, Chambers of Commerce, member-based organizations with a focus on tourism or Regional Destination Marketing Organizations focused on a specific community/communities.
- Organizations in operation for over a year, with a demonstrated effort promoting travel to the community and staffing available to manage the program participation.
- Applicants who demonstrate a need to update a component of their online presence and implement the identified goals and outcomes prior to March 31, 2026.
- Applicants with overdue program reporting/deliverables with TNS or DNS will not be eligible.
- Organizations must be in good standing with the provincial [Registry of Joint Stock Companies](#), and the Province of Nova Scotia, if applicable. TNS is a division of the Department of Communities, Culture, Tourism and Heritage.
- Tourism products featured in program activities must meet all required permits, licenses, and permissions to operate. Roofed accommodations must be registered with the province's [Short-term Rentals Registry](#).

TNS and DNS are 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 organizations.

A panel from TNS and DNS will review and score applications. In addition to prioritizing EDIA applicants, priority is given to:

- Applicants offering tourism products and experiences that appeal to our target markets, including Nova Scotia's authentic culture and heritage, local flavours, outdoor and coastal activities.
- Applicants who demonstrate a well-defined digital need and efforts in sustainably growing tourism in Nova Scotia, such as championing a geographic area or product cluster, and can describe how these digital offerings will positively impact tourism in their community.
- First-time applicants. If a past TDAP - Communities participant, please clearly identify in your application how additional services will support and build on previous work completed through the program.

## 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 community and generating interest in compelling local tourism products and experiences. Communities can inspire people to visit by making it easy to find travel information online that helps visitors understand what they can see and do in your area. Having a strong online presence is a powerful marketing tool that helps communities reach more people and build stronger awareness with potential travellers.

## 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 **Wednesday, April 30, 2025 at 4 p.m. AST.**



Please note:

- After submitting your online application, a confirmation message will appear on this screen, and you will receive an email confirmation of your application. If you do not receive both, please contact [tdapcommunities@digitalnovascotia.com](mailto:tdapcommunities@digitalnovascotia.com).
- Incomplete applications will not be scored.
- Although an applicant may be eligible, eligibility does not guarantee acceptance into the program. If the application is successful, some or all of the requested activities may be supported.
- 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 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.

## ABOUT DIGITAL NOVA SCOTIA

Digital Nova Scotia (DNS) is the industry association for Nova Scotia's \$3.6 billion ICT and digital technologies sector, representing over 395 members, including startups, SMEs, multinational corporations, government, post-secondary institutions, and more.