

Voice of the Visitor Survey Program 2025-2026 - Online Application

What is the Voice of the Visitor Survey Program?

We invite tourism businesses, organizations, and government partners to apply to participate in our Voice of the Visitor Survey Program. Selected partners will be paired with a Tourism Nova Scotia market research expert to develop questions that will be asked to a database of past visitors to Nova Scotia. After the survey is completed, you will receive a customized report including analysis of the results, as well as data tables. Learn more about the [Voice of the Visitor Survey Program](#).

To be considered for the Voice of the Visitor Program, please complete the application form below.

If you have any questions about the program or application process, please contact Amanda Tate, Research Manager, amanda.tate@novascotia.ca.

Applicant Information

Name of Organization:

Full mailing address

Full mailing address:

Address 2:

City/Town:

State/Province:

ZIP/Postal Code:

Country:

Main contact name and title:

Telephone:

Email:

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.

Please select which category best describes your organization:

Tourism businesses and organizations that are based in Nova Scotia or that regularly conduct operations within the province, including accommodation providers, tour operators, food and beverage establishments, and visitor attractions

- Federal, provincial, municipal government department and agencies operating in Nova Scotia
- Destination marketing organization
- Tourism industry association
- Community-based association
- Business chamber or economic development organization
- Academic institution or other research-focused organization
- Event organizer
- Other

If you have indicated that you are a Tourism business, please answer the following three questions:

Is the tourism business in good standing with the Provincial Registry of Joint Stock Companies and the Province of Nova Scotia?

- Yes
- No

Is the business currently listed on NovaScotia.com?

- Yes
- No

Is the business a fixed roof accommodation? If so, please indicate your Short-term Rental Registry registration number:

eg. STRXXXXXXXX

Research Needs

Research objective:

Use this space to provide some background about why you want to do research, and what you are hoping to achieve.

Key questions:

Use this space to highlight a few of the questions you want to ask past visitors to Nova Scotia.

Preferred survey period:

- Fall 2025
- Winter 2026
- No Preference

Terms and Conditions

- All questions and research topics must be directly related to travel and tourism in Nova Scotia.
- This is a competitive application process and eligibility does not guarantee acceptance into the program. Tourism Nova Scotia will assess applications based on the relevance of research topics to the tourism industry and to the partner organization, as well as previous research and alignment with Tourism Nova Scotia's mandate and priorities.
- Partner reports will not be distributed to the public or broader tourism industry, however, Tourism Nova Scotia will retain ownership of the research and may use it for business planning, coaching, workshops, presentations and other purposes. While confidentiality is

not guaranteed, Tourism Nova Scotia will not share sensitive or competitive information related to specific organizations with anyone other than that organization.

- If multiple partners indicate interest in the same topic, their questions may be combined in the survey and they will receive shared reports. If topics or questions have been covered in a previous survey or are already covered by other Tourism Nova Scotia research products, applicants will be provided with available information.
- If eligible, and your organization is not initially selected to participate in a survey, and/or high demand for the program prevents Tourism Nova Scotia from initially including you in a survey, you will be considered for the next available survey. You will be notified in either case.

— I agree to the Terms and Conditions

Note: Unless otherwise stated, personal information submitted via this online application:

- 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 program or to the extent required by law. For further details refer to our [Privacy Statement](#).

To inquire about the status of your request please email Amanda Tate, Research Manager, amanda.tate@novascotia.ca.