

# EXPORT TRAVEL TRADE PROGRAM 2025-2026



TOURISM  
NOVA SCOTIA 

# WHAT IS THE EXPORT PROGRAM?

The EXPORT Travel Trade Program aims to help Nova Scotia tourism businesses develop partnerships with travel trade (tour operators/travel agents) to increase national and international sales. The program offers support through two streams: Travel Trade Readiness and Marketplace Support.

Travel trade is made up of the businesses who act as a distribution network for tourism products such as tour operators, wholesalers and travel agents. They help visitors buy travel products and help suppliers connect with new consumer markets both domestically and internationally.

## STREAM 1: TRAVEL TRADE READINESS

Through the Travel Trade Readiness stream, you'll receive one-on-one coaching to enhance your business strategy and to help you build relationships with travel agents and tour operators. Tourism Nova Scotia will connect up to 10 tourism businesses with a coach who will provide practical advice in planning, product development, operations and sales strategy. The program will work with businesses that are new to working with the travel trade, as well as those who have some experience working with these partners, to take steps to grow the export side of their business, with a focus on sales planning for 2026 and beyond.

Selected partners will meet with an experienced consultant to identify business goals and evaluate the businesses' readiness to sell through travel trade distribution partners, such as receptive tour operators (RTOs), inbound tour operators (ITOs), wholesalers, and retail travel agents. The consultant will provide an in-depth business assessment and work with participants to develop a detailed action plan to position their businesses for these new markets. The consultant will continue to be available to the businesses over a six-month period to help participants establish travel trade partnerships. Selected partners will be presented a variety of business development approaches and opportunities.

There is no fee to participate in this program in 2025.

See [Page 2](#) for Travel Trade Readiness Program details.

## STREAM 2: MARKETPLACE SUPPORT

The Marketplace Support stream provides financial support to export-ready tourism operators to offset the cost of registration fees for attending travel trade marketplaces.

Qualified tourism businesses that participate in marketplaces forge new contacts, strengthen existing partnerships and connect with others in the industry. Export-ready businesses can leverage these relationships to sell product or services to markets of highest potential.

The program will work with businesses already working with travel trade to take steps to grow the export side of their business, with a focus on increasing the number of Nova Scotia tourism operators attending notable travel trade marketplaces.

See [Page 4](#) for Marketplace Support Program details.

# TRAVEL TRADE READINESS PROGRAM DETAILS



## WHAT ARE THE BENEFITS OF PARTICIPATION?

Many international travellers to Nova Scotia book their trips through travel trade channels, such as tour operators and travel agents. International and domestic tour operators are interested in promoting Nova Scotia tourism products and experiences. Working with the travel trade provides an opportunity for tourism businesses to reach more customers and establish relationships with partners that will bring new visitors year after year. Tourism Nova Scotia works to raise awareness of the province in key international and national markets by facilitating sales opportunities for businesses that are ready and able to work with travel trade partners. Businesses that successfully complete the program may have the opportunity to be featured in Tourism Nova Scotia's future sales initiatives. Participants who complete the program will be eligible to apply for the EXPORT Marketplace Support program stream.

## WHO IS ELIGIBLE?

Nova Scotia tourism businesses that have completed components of the [Atlantic Canada Travel Trade Readiness Program](#) (such as a travel trade workshop or webinars, or self-guided work through the toolkit) or those that have experience selling through the travel trade and can demonstrate they have the capacity to grow sales through the travel trade are eligible to apply.

Businesses must be knowledgeable about the travel trade and show a willingness to take steps to engage travel trade distribution partners. Businesses and organizations must have been in operation for at least one year and be in good standing with the provincial Registry of Joint Stock Companies. Accommodations must be registered with the [Short-term Rentals Registry](#).

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.



## EVALUATION CRITERIA

Applicants must demonstrate they are ready and able to implement or expand on policies and business practices necessary to work with travel trade partners, such as booking policies, rate schedules, etc. To be considered, applicants must satisfy eligibility criteria and must also:

- have relevant products, services, and experiences on novascotia.com and their business website
- offer, or be willing to offer, net rates or commissionable rates to tour operators and travel agents
- have availability to provide confirmed rates at least one year in advance of potential bookings
- allocate, or be willing to allocate an allotment/inventory (rooms, tour dates, etc.) to travel trade partners for the upcoming booking season and/or be available to respond to inquiries within 24 hours, year-round
- have an online booking system and policies
- have a dedicated, year-round travel trade contact person (i.e. salesperson, owner, etc.)

## EVALUATION PROCESS

Applications will be reviewed by a panel from Tourism Nova Scotia. Although an applicant may be eligible, eligibility does not guarantee acceptance into the program. The program involves a competitive application process. EDIA is incorporated into our application evaluation process.

## HOW TO APPLY

Interested tourism operators are invited to complete the online application.

Application: [EXPORT Travel Trade Readiness - Online Application | Tourism Nova Scotia \(tourismns.ca\)](#)

Applications will be accepted until June 30, 2025.

# MARKETPLACE SUPPORT PROGRAM DETAILS



## HOW DOES IT WORK?

Selected applicants will receive up to a maximum of \$5,000 CAD towards registration fees only for travel trade marketplaces. Applicants are not required to be registered for a marketplace prior to submitting an application. Applicants will be required to demonstrate their own investment toward attending the marketplace which could include travel expenses, promotional materials and/or marketplace-specific costs. Eligible marketplaces include\*:

- Atlantic Canada Showcase : October 6-8, 2025 (Saint John, NB)
- Bienvenue Québec : October 26-29, 2025 (Rivière-du-Loup, QC)
- Ontario Motor Coach Association : November 3-5, 2025 (Markham, ON)
- National Travel Association : November 9-12, 2025 (Ottawa, ON)
- American Bus Association : January 10-13, 2026 (Reno, NV)
- Rendez-vous Canada : TBC, 2026

\*Other travel trade marketplaces may be considered upon review by a Tourism Nova Scotia panel. Consumer shows as well as business and incentive marketplaces are not eligible.

Eligible program costs include:

- Registration fees including tax for ONE appointment-taking representative of the business
- Cost to be reimbursed upon presentation of proof of purchase and invoice/receipt

Associated costs such as accommodations, airfare, lighting, electrical, artwork, booth construction, promotional materials, meals, sponsorships, membership fees, etc., are not eligible and would be at applicant's expense.



## WHO IS ELIGIBLE?

Applications are open to Nova Scotia tourism businesses that have contracted business with travel trade partners such as receptive tour operators, wholesalers, motorcoach companies, etc., for a minimum of two years or have successfully completed the EXPORT Travel Trade Readiness Program and have secured contracts with travel trade partners. Applicants must offer net or commissionable rates and have a strategy outlining their target markets and goals. Businesses must be in good standing with the provincial Registry of Joint Stock Companies. Accommodations must be registered with the [Short-term Rentals Registry](#). Businesses already represented by a national or regional sales team or representative will not be eligible.

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## EVALUATION CRITERIA

Applicants must be able to demonstrate they:

- currently have contracted business through travel trade
- currently have up-to-date sales tools and resources to market their product to travel trade
- have capacity to grow business through travel trade
- offer product in alignment with the needs and demands of tour operators selling Nova Scotia
- are able to enter into contract with tour operators during the marketplace (i.e. provide contracted wholesale net or commissionable rates and honour these rates for the duration of the agreement)

## EVALUATION PROCESS

Applications will be reviewed by a panel from Tourism Nova Scotia. Although an applicant may be eligible, eligibility does not guarantee acceptance into the program. The program involves a competitive application process. EDIA is incorporated into our application evaluation process.



Liscombe Lodge Resort

## HOW TO APPLY

Interested tourism operators are invited to complete the online application.

Application : [EXPORT Marketplace Support - Online Application | Tourism Nova Scotia \(tourismns.ca\)](https://tourismns.ca/EXPORT-Marketplace-Support-Online-Application)

Applications will remain open until all funds are allocated. Applications should be received a minimum of two months prior to the requested marketplace dates.

## PROGRAM CONTACT

For more information about the EXPORT Travel Trade Program or application process, please contact:

**Natalie Shaw**  
Market Development Coordinator  
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Does your business not yet meet the program criteria? Learn more about working with travel trade here:

- [Tourism Nova Scotia Travel Trade Resources](#)