

EXPORT Marketplace Support Application Form

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Have you been contracting with travel trade partners (ie: motorcoach tour company and/or receptive tour operators) for at least two years AND/OR have you completed the EXPORT Travel Trade Readiness Program and now have contracts in place with travel trade partners? If yes, please select all that apply.*

- I have contracted with travel trade tour operators (e.g. US tour companies such as Collette Tours or Globus)
- I have contracted with receptive tour operators (e.g. Canadvac, Jonview)
- I have completed the EXPORT Travel Trade Readiness Program and now have contracts in place with travel trade partners

If you answered “No” to the above questions but would like to learn more about opportunities to grow your business through these sales channels, please contact Natalie Shaw, Market Development Coordinator at natalie.shaw@novascotia.ca.

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Business Name: *

Short-term Rentals Registry number (if applicable):

To register for or find your current Registry Number, please visit <https://beta.novascotia.ca/register-your-tourist-accommodation>.

Program Contact: *

Name and title of contact person with signing authority (if different from above):

Full Mailing Address*:

Mailing Address:

Address

Address 2

City/Town

State/Province -

- Select -

Postal Code

Email: *

Telephone Number*:

Website:

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.

1. Do you have (or are you eligible for) a business listing on NovaScotia.com? *

- Yes, please provide the link
- No
- Unsure

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

- Yes
- No, please specify:

Nova Scotia Registry of Joint Stock Companies number (if applicable):

To locate your Nova Scotia Registry of Joint Stocks number please visit <https://rjsc.novascotia.ca/>.

3. Do you have any outstanding or pending claims/litigation against your business or businesses your organization represents? *

- No
- Yes, please specify:

4. Do you own and manage listings on the following quality assessment programs and/or peer review websites*? Please provide relevant direct links in the spaces provided below:

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

- AAA
- Canada Select
- Google Business Listing:
- Tripadvisor:
- Other - please specify:

5. Please indicate that your business is currently able to offer the following practices to travel trade partners: *

- Y N Net rates (discounts from normal retail prices for tour operators) or commissions (a percentage of the value of a transaction paid to a tour operator)
- Y N Capacity to accommodate additional travel trade business during peak and shoulder seasons
- Y N Prepared to enter into a contract with travel trade partners during the marketplace (i.e. provide contracted wholesale net or commissionable rates and honour these rates for the duration of the agreement)
- Y N Ability to take bookings at least one year in advance
- If not able to offer all the above practices, please explain:

6. Please provide a list of tour operators you are currently contracted with as well as the contact information of at least one partner that may be used as a reference. Please provide name, email address and/or telephone number*.

7. In what geographic markets are you currently marketing your business and/or receiving notable business from? *

- Atlantic Canada
- Canada (Ontario, Quebec)
- Other Canada
- United States
- United Kingdom
- Germany
- Other, please specify

8. In what markets would you like to grow your business through participation in the travel trade marketplace? Check all that apply. *

- Canada
- United States
- United Kingdom
- Germany
- Other, please specify:

9. Please indicate when your product inventory is available to generate new business for travel trade partners. Check all that apply. *

10. What type of traveller are you targeting? *

- Fully independent travellers (couples or groups >10)
- Small groups (10-30)
- Large groups (30+)

11. What are your top three goals during these appointments? *

12. Please describe the sales tools and resources your business currently has in place to market to travel trade*. Examples could include a sales sheet, brochures, website, photography, etc.

- Sales sheet
 - Brochures
 - Website
 - High quality images
 - Other, please specify:
-

13. If you selected Sales sheet in the question above, please upload a PDF copy.

14. Please tell us about travel trade marketplaces you have previously attended, who represented your business, relevant sales experience and any results achieved.*

15. Please indicate which marketplaces you are seeking support to attend. Please select all that apply*.

- Atlantic Canada Showcase, Oct 6-8, 2025
- Bienvenue Québec, Oct 26-29, 2025
- Ontario Motor Coach Association, Nov 3-5, 2025
- National Travel Association, Nov 9-12, 2025
- American Bus Association, Jan 10-13, 2026
- Rendez-vous Canada, 2026
- Other, please specify name, dates, website link and details of how attending this marketplace would support your business export growth in Nova Scotia's target markets.

16. Are you receiving or applying for any other funding resources to support attendance at any of the marketplaces included in this application*?

- No
- Yes, please specify the source and amount:

17. Please indicate the funding amount you are requesting? (Maximum \$5,000)*

18. Please provide an estimated breakdown of out-of-pocket expenses associated with attending the marketplaces you are seeking support to attend.*

Applicants must demonstrate their own investment toward attending the marketplace. Please provide an estimate of travel expenses, promotional materials, and/or marketplace-specific costs.

19. Is your business already represented at this marketplace by any other international, national or regional sales team or representative? *

- No
- Yes

20. Are you currently a member of any trade associations*

- Ontario Motor Coach Association
- American Bus Association
- National Tour Association
- Tourism Industry Association of Canada
- Other, please specify
- None

Evaluation Terms & Conditions

By agreeing to the following terms and submitting this application on behalf of the business identified above, I certify that I am an authorized officer of the business 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 understand that the project deliverables will be identified in a Letter of Agreement.
- I agree to comply with the terms stated in the program guidelines.
- By participating in the EXPORT Marketplace Support Program, I intend to engage with and grow my business by working with third party distributors such as inbound tour operators (ITOs) and receptive tour operators (RTOs).
- 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 be contacted by Tourism Nova Scotia for communications purposes, including surveys.
- The privacy rights of online visitors to our 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 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 EXPORT Travel Trade Marketplace Support 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.

— I agree