

VOICE OF THE VISITOR SURVEY PROGRAM

2025-26



Waugh River Stables, Tatamagouche



Water Polo, Halifax Waterfront

WHAT IS THE VOICE OF THE VISITOR PROGRAM?

Is there a question you would like to ask past visitors to Nova Scotia to help inform your plans and decision making?

Tourism Nova Scotia is inviting 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 that includes more than 60,000 past visitors to Nova Scotia.

Participating partners can submit up to 10 questions (including up to three (3) open-ended questions) to be included on a survey administered by Tourism Nova Scotia. Questions will reflect partners' research needs and interests and can range from questions about visitors' experience at a specific tourism business, attraction, or destination, to experience concept evaluation, to broader visitor travel motivators.

BENEFITS OF PARTICIPATING

This is an opportunity to work with our research team to gain insights about visitors' perspectives on topics that are important to your business or organization. Tourism Nova Scotia will help you craft questions to effectively obtain the feedback you are seeking, administer the survey, and provide you with a report that analyzes results for your questions. There is no cost to participate.



HOW IT WORKS

Tourism industry businesses interested in participating in the survey can outline what topics/areas of interest they wish to have covered in the survey through an online application. Selected partners will work with Tourism Nova Scotia's research team to discuss their needs and develop their questions for the survey.

Surveys will be conducted with members of Tourism Nova Scotia's Online Advisory Panel. The Online Advisory Panel includes approximately 60,000 members, English and French speaking, from across Canada, the United States and overseas. Although the panel is not intended to be representative of any particular demographic or population, screening questions may be included to identify a particular demographic or population of interest. The panel is an excellent source for engaging with past visitors to Nova Scotia.

Once the survey is completed, partners will receive individual reports with analysis and data tables. Tourism Nova Scotia will not share sensitive or competitive information related to specific businesses or organizations with anyone besides that business or organization. However, Tourism Nova Scotia retains ownership of the research and may share information from any survey reports that is of interest to the broader tourism industry.

If multiple applicants 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 the available information.

EQUITY, DIVERSITY, INCLUSION AND ACCESSIBILITY

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.

WHO IS ELIGIBLE?

The Voice of the Visitor Survey Program welcomes participation from a broad range of stakeholders who support or are involved in Nova Scotia's tourism sector. Eligible participants include, but are not limited to:

- 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, and municipal government departments and agencies operating in Nova Scotia
- Destination marketing organizations
- Tourism industry associations
- Community-based associations
- Business chambers and economic development organizations
- Academic institutions and other research-focused organizations
- Event organizers

Applicants must:

- Be in good standing with the Provincial Registry of Joint Stock Companies and the Province of Nova Scotia (applies only to those applicants that are businesses).
- Be compliant with all federal, provincial, and municipal laws and regulations. Accommodations must be registered with the provincial Tourist Accommodations Registry. Roofed accommodations must be registered with the provincial Short-term Rentals Registry:
<https://beta.novascotia.ca/register-your-tourist-accommodation>
- Businesses must have (or be eligible for) a NovaScotia.com business, attraction, or event listing

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 relevance of the research topics to the tourism industry and to the partner business or organization, as well as previous and existing research, and alignment with Tourism Nova Scotia's priorities. EDIA is incorporated into our application evaluation process.

HOW TO APPLY

Submit your application online at: <https://tourismns.ca/voiceofvisitor/application>

Applications for the 2025-26 Voice of the Visitor Survey Program must be submitted by **Thursday, June 26, 2025, at 4pm.**

It is anticipated that Tourism Nova Scotia will conduct a number of surveys in 2025-26. The timing of surveys and future application opportunities will be determined by the level of demand.

PROGRAM CONTACT

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