

RADIATE Tourism Program 2026-27 Application Questions

Note: Your application must be submitted through the online form found here: <https://tourismns.ca/radiate-tourism-program>. This document is a guide for planning your online application responses.

If you encounter any barriers or need accessibility support during the application process, please contact the program representative at least two weeks before the deadline for assistance.

Online applications are due April 22, 2026, at 4:00 pm ADT. Incomplete applications will not be considered.

Applicant Information

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 (select all that apply):

Businesses / Organizations: Please identify if your business/organization is owned, operated, or led by one or more of the following groups (select all that apply):

- 2SLGBTQIA+
- Acadian / Francophone
- African Nova Scotian
- Gaelic / Gaels
- Indigenous
- Immigrants / Newcomers / Refugees
- Mi'kmaq
- Persons of African Descent
- Persons Living with Disabilities
- Racialized Groups / Communities
- Prefer not to Answer
- None of the Above
- If not identified above, please specify:

Please specify

Please indicate if/how you or your business/organization supports or provides products and/or services to underrepresented groups:

Please indicate

Note: The information you provide will help us identify and prioritize applications supporting underrepresented and/or underserved communities and learn if our programs and processes are inclusive of Nova Scotia's diverse population. It will be handled in accordance with our privacy and confidentiality regulations.

Please indicate that your business or attraction meets program applicant requirements by confirming the following:

Business/Attraction Name: *

Business / attraction name

Name of Project Lead for the Business/Attraction: *

Name of project lead for the business

Note: The Project Lead must be an employee of the applicant business or attraction.

Contact with Signing Authority (if different from above):

Contact with signing authority

Phone Number: *

Phone number

Email Address: *

Email address

Full Mailing Address: *

Full mailing address

Website:

Website

Nova Scotia Registry of Joint Stocks Number:

Please provide #, if applicable

Note: To locate your number, please visit <https://beta.novascotia.ca/programs-and-services/registry-joint-stock-companies>.

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

Yes

No, please specify: *Specify*

Short-term Accommodation Registration Number (if applicable):

Please provide #, if applicable

Please visit <https://beta.novascotia.ca/register-your-short-term-accommodation> for more information. **Note:** If your package includes an accommodation partner, the business must be registered to be included in this program.

Have you been in operation for at least one year with a focus on marketing to travellers?

*

- Yes
- No

Do you have (or are you eligible for) a NovaScotia.com Business or Attraction listing? *

Please visit: <https://tourismns.ca/promote-your-business-tourism-nova-scotia> to review eligibility.

- Yes
- No

If you selected 'Yes' in the previous question, please include the full URL to your Business and/or Attraction listing(s) in the space provided.

Please indicate

Uniquely Nova Scotia Package(s) - 60% of score

What counts as a package?

A package must include two or more purchasable tourism elements sold together for one single price (for example: admission + meal, guided activity + accommodation, or workshop + product).

Experiences or guided hands-on activities can be included as elements within a package. A guided tour or activity on its own (only one purchasable component) is not considered a package.

Applicants can submit up to two packages for consideration under this program. Packages must include a minimum of TWO tourism offerings for one price. Existing packages or new package ideas can be submitted. Packages must aim to differentiate Nova Scotia from other travel destinations and appeal to the [Nova Scotia and Maritime/Atlantic markets](#). Preference will be given to:

- Packages offered by underrepresented groups, including Mi'kmaw and African Nova Scotian businesses or attractions.
- Packages offered:
 - year-round,
 - in late fall 2026 (mid-October to late-November),
 - in winter 2027 (mid-January to late February),
 - Packages that can be booked online,

- Experiential packages that include a guided or hands-on activity, unique to Nova Scotia where a visitor learns by doing something with someone who lives here,
- Packages featuring connections to films and television series showcasing Nova Scotia, such as guided tours of film locations, accommodations or dining packages of locations featured in films.

Tell us whether your package highlights stories, traditions, or experiences as authentically shared by underrepresented communities (for example, Mi'kmaw or African Nova Scotian communities): *

Please indicate

Will your package(s) be available to purchase online? *

- Yes
- No, please specify: *Specify*

Please describe your proposed package(s) in the following space(s) provided. Please include the following when describing your package: *

- What the two or more purchasable elements are (for example: admission + meal, guided activity + overnight stay),
- What makes the package uniquely Nova Scotian (for example: local food traditions or flavours, unique location, access to a local expert or guide, or an activity that can only be done in Nova Scotia),
- What makes the package appealing to the Nova Scotia and Atlantic traveller market,
- Who the lead business is and which partners are involved.

Note: Please add one descriptive paragraph per package. Please refer to the priority areas in the program guidelines and ensure your package(s) includes at least one of these priority areas. Tell us exactly what makes your package stand out and what guided or hands-on elements are included. Package components and pricing will be finalized during coaching with successful applicants.

Package 1: *

Package one

What season(s) do you plan to offer your package(s)? Please select all that apply: *

- Late-fall 2026 (mid-October to late-November)
- Winter 2027 (mid-January to late-February)
- Year-round

How often will your package be offered / be available for bookings? (i.e. daily, weekly, on specific dates) *

- Daily
- Weekly
- Other, please specify: *Specify*

Package 2 (optional):

Package two

What seasons do you plan to offer your package(s)? Please select all that apply:

- Late-fall 2026 (mid-October to late-November)
- Winter 2027 (mid-January to late-February)
- Year-round

How often will your package be offered / be available for bookings? (i.e. daily, weekly, on specific dates)

- Daily
- Weekly
- Other, please specify: *Specify*

Does the business(es) / attraction(s) involved in delivering the package(s) have all the necessary permits, licenses and infrastructure (i.e. land access, insurance, permit to serve alcohol and/or food) to deliver on the package concept(s)? *

- Yes
- No
- Unsure, please specify: *Specify*

Capacity to Deliver - 40% of score

Tell us about your experience offering tourism activities, tours or packages to travellers:

*

Please tell us

Do you have access to and agree to update your package information within two business days when needed? *

- Yes, I agree
- No or Unsure

If No or Unsure, Please specify who is responsible for updating package information on your business/attraction website, social channels, and online listings, and if there are any known barriers to making updates:

Please tell us

Tell us how you promote your business online, for example, your website, Facebook, Instagram, or NovaScotia.com, and how often you post or update information: *

Please tell us

How will visitors be able to book your package(s)? Check all options that apply: *

Note: Preference will be given to applicants with online booking that allows travellers to securely purchase the package(s) online.

- Online booking system on my website

- Online booking system on a partner website
- Direct contact (i.e. phone)
- Online Travel Agencies (i.e. Booking.com, Expedia, etc.)
- Other, please specify: *Specify*

Please provide relevant direct links to your business/attraction's online presence, such as Facebook or Instagram, Google Business Listing, or other: *

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

Please tell us

Do you have high quality photos of your package elements to use in package listings? *

Note: If you are not sure whether your photos are considered as 'high-quality' and meet the required resolution, tell us what photos you have. We can help determine whether they're suitable. High quality photos for ads are considered 300dpi resolution at 100% size. For listings on your website and NovaScotia.com, consider photos that are a minimum of 1-5MB in size and horizontal/landscape-oriented, or can be cropped to horizontal/landscape-oriented.

- No
- Yes, please specify: *Specify*

To help fill photo gaps and capture package components, there may be an opportunity to have a travel media/influencer or photographer capture photography as part of the RADIATE Tourism Program, with photographer or travel media/influencer and package staging costs covered by Tourism Nova Scotia.

If you need photos to help promote your package, tell us what you're missing (for example, people taking part in the activity, seasonal images, or updated accommodation photos):

Please tell us

Terms & Conditions

By submitting this application on behalf of the business(es)/attraction(s) identified above, I certify that I am an authorized officer of the business/attraction and that the information provided in this application is true and correct to the best of my knowledge and belief. I confirm the following:

- I have read the program guidelines and eligibility criteria, and I confirm that the business(es)/attraction(s) I represent meets the eligibility criteria.
- I understand that the information in this application is subject to the Freedom of Information and Protection of Privacy Act.
- I understand that the information in this application may be shared with other funders or government departments for purposes such as collaboration or joint funding, and with Tourism Nova Scotia's marketing agency of record, for the purpose of evaluation.
- I understand that the information about successful applicants – including organization name, county, project description, and funding amounts – may be publicly disclosed.
- If I am a successful applicant, I agree to participate in a discovery meeting with Tourism Nova Scotia to confirm package elements for my proposed package(s). Through the RADIATE Tourism Program, packages will be customized based on competitive elements which align with traveller market insights and program priorities as identified in the program guidelines.
- I agree that my package(s), including package partners, will align with the requirements and priorities of the RADIATE Tourism Program.
- I agree to have my package(s), created through the RADIATE Tourism Program, included on NovaScotia.com and supported by a digital marketing campaign executed by Tourism Nova Scotia.
- I agree to meet the goals and deadlines as agreed to in the project plan.
- I agree that I intend to sell the package(s) supported through the RADIATE Tourism Program in 2026-2027.
- I agree that ideas submitted to this program are not confidential nor proprietary.
- I understand that I am responsible for safely delivering the package, including managing partners and meeting required permits or insurance needs.
- I understand that any marketing assets created under this program are owned by Tourism Nova Scotia and shared with program partners and qualified partners for use in marketing activities.
- I agree to be contacted by Tourism Nova Scotia for communications purposes, including surveys.
- 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 RADIATE Tourism Program.

I accept the above terms and conditions and understand that not agreeing to these statements may affect the eligibility of my application.

Note: Unless otherwise stated, personal information submitted via online forms and applications:

- 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 transaction or to the extent required by law.

For further details refer to our [Privacy Statement](#). To enquire about the status of a request, or correct/obtain access to personal information you have submitted online, please contact tns@novascotia.ca.